



## **RETAKÉ ROME: Speak Up & Clean Up**

An initiative of the *Fondazione Giuseppe Garibaldi Onlus*

### **Ad Campaign Contest**

**Background and Objective:** This project, “Retake Rome – Speak Up & Clean Up!” is being launched by the *Fondazione Giuseppe Garibaldi Onlus* (FGGO) at Rome’s schools.

This cross-cultural community service project has the objective to use the teaching and learning of the English language to raise civic-mindedness and to:

- recruit, motivate and retain volunteers
- increase the sense of belonging to the civic community in Rome
- raise awareness of how Rome’s degraded condition can be remedied through community projects and
- participate in neighborhood clean-ups in Rome

The **project launch** will be a contest for the creation of advertising campaign materials to help promote the project and its goals. An FGGO representative can present the project and ad-campaign contest to students at participating schools and provide ongoing guidance in the project’s development.

**One of the best ways to capture images and ideas for the ad-campaign is to carry out clean up projects and document them with “before” and “after” pictures and/or videos.**

Contest submissions may be made by individuals or teams. Selected entries and the winning materials will be published on FGGO’s web site, and may be used in the promotion of the project in other ways. Participants may submit entries in any or all of the various types of advertising materials listed below:

#### **PRINT:**

**Project name:** the name shown above isn’t written in stone; try to top it!

**Campaign slogan:** it should be catchy and at least partly in English, and in any case fairly understandable also by Italian speakers

**Blog content:** Short essay or article (500 words maximum each) for blog content; see below.

#### **TRADITIONAL VISUAL ARTS MEDIA:**

**Logo:** simple, easily recognizable logos that effectively transmit the project’s message

**Posters:** any media may be used as long as the finished poster remains flat, not three dimensional. Posters must be a standard size of 35 x 50 cm. (smaller originals may be mounted on this size board). Again, posters should convey the project’s message at a glance.

**Fondazione Giuseppe Garibaldi Onlus**

**C.F. 97560860583**

**Via Palermo, 55 - 00184 Roma**

**Tel. +39 06 484 727 +39 335 688 0305**

**[www.fondazionegaribaldi.it](http://www.fondazionegaribaldi.it)**

**ELECTRONIC MEDIA:**

**Web page:** the project will reside on the web within the FGGO's site ([www.fondazionegiuseppegaribaldi.it](http://www.fondazionegiuseppegaribaldi.it)), on a page of its own.

**Blog:** a blog to be placed within the FGGO's website will need a catchy design.

**Slide Show:** a series of photos with background music and/or voice-over for use on web and/or pc

**Video:** 30 second video spots

**Radio:** 30 second audio spot

**Jingle:** for the musically inclined, a short jingle with lyrics to promote the project's message.

**DEADLINE:** All entries must be submitted to a person designated by the participating school by **Friday, May 7, 2010** and will become the property of FGGO. Authors will be credited. An award ceremony, presided by Anita Garibaldi, great-grand-daughter of Giuseppe Garibaldi, will be held in Rome in late May.

**For more information, contact: [retakerome@aim.com](mailto:retakerome@aim.com)**