

# Cannonballs. Giant push pins. Pencils. Lions.

There are a lot of rewards for creating inspiring communication. In this case, it's knowing you've helped give a voice to hundreds of deserving young people.

**Ok, ok, you could win something too.**

The Richmond AD Club is partnering with ART 180—a homegrown Richmond nonprofit that runs after-school art programs for young people in challenging circumstances. We're inviting you take part in the **Change for a Ten** project.

You're used to coming up with powerful ideas to make money for your clients, but this time we need you to make some for the young people of this city. Literally. Just take a template we've supplied—or download one at [www.art180.org/ten](http://www.art180.org/ten)—and draw, paint, write or use whatever medium you desire (just keep it the size of a dollar bill) to show the kind of change you'd like to see in the community. Then, submit your creation along with a real \$10 donation to ART 180. Communications professionals like you have the knowledge and the talent to create true change. So use your \$10 gift, and your voice, to help at-risk youth discover theirs.

It's ok to be a little selfish too. This is a challenge, after all. Submissions will be judged by **Jelly Helm of Wieden+Kennedy's 12**, and the winners will receive creative bragging rights, along with a little something to show off on their desk. The organization with the most submissions will be recognized too, so the more cohorts you get on board, the better.

Just write "Jelly" on the back of your submission to be entered in this contest! And if you are part of an agency/organization, go ahead and add that in after your name.

Send submissions with donations to ART 180 | 0 East 4th St #56 | Richmond, VA 23224 or email them to [180@art180.org](mailto:180@art180.org) and donate the real \$10 through Network for Good ([art180.org/donate](http://art180.org/donate)). Deadline: 9-15-2008

You don't have to be an art director, or even a creative, to join in. You just need something to say. And we know you've all got that.



Young people turning lives and communities around through art

[art180.org/ten](http://art180.org/ten)  
804.233.4180

**money can  
do a lot.  
art can do  
a lot more.**

