



2021 Problem Gaming & Gambling Awareness Poster and Video Contest

“Gaming & Gambling: The House Always Wins”

All Berks County students and senior citizens are encouraged to enter our 2021 Poster & Video Contest inspired by the theme “Gaming & Gambling: The House Always Wins.”

With the growth of e-sports and competitive gaming, both youth and adults have been drawn to this rapidly expanding form of entertainment. From “loot boxes” to “leveling up,” the new dimensions of online gaming continue to captivate a growing audience. Gaming can provide a way to enjoy time and connect with friends, however obsessive amounts of time spent on gaming can turn into an addiction for some individuals.

The problem begins when gaming begins to take precedent over other interests and daily activities. Online gaming, use of social media and gambling all affect the same part of the brain as drugs and alcohol. This part of the brain lights up when we are doing an activity we enjoy, but unfortunately our brain does not know when too much of something is bad for us. Research shows that youth who become obsessed with gaming while their brains are still developing may be at greater risk for developing long term problems. Seniors, with free time and limited social contact, can turn to gaming to deal with boredom. Addiction to gaming can impact persons of all ages with youth and seniors at greatest risk.

Why does “the house always win” in gaming and gambling?

We all know this phrase. But this is more than a phrase. This is a simple, mathematically proven fact. All games, whether on-line, in a casino, or a lottery ticket, are designed to make a profit for the house. Regardless of the game type you pick to play, the “house” odds to win are always greater than yours.

The Council on Chemical Abuse (COCA) believes both youth and adults have a unique perspective on how to prevent the problems associated with gaming and gambling. Through the poster and video contest, you can share your point of view of the risks of gaming and gambling using the theme “The House Always Wins.”

Learn more about the theme “Gaming & Gambling: The House Always Wins”

<https://cocaberks.org/2021contest>

ELIGIBILITY

Youth and senior citizens from Berks County, PA are eligible to participate. *Cyber-school and home-schooled youth are also eligible to enter.* There are three age categories:

- Elementary: Grades 3-5
- Middle School: Grades 6-9
- High School: Grades 10-12
- (New this year!) Senior Citizens: Ages 60 and older

POSTER REQUIREMENTS


Posters created by students must be their own original hand drawn artwork and focused on the theme “Gaming & Gambling: The House Always Wins.”

Materials

A variety of materials, such as watercolor, pen and ink, crayon, chalk, markers, etc. can be used. Keep in mind that posters will need to be photographed and submitted electronically and should be clear to read. most posters will likely be on public display and should be easy to see or read.

Size & Layout

One-sided white paper

The poster must be designed to view in landscape, like this: 

Please Note: If you need materials, COCA can provide poster boards, crayons, and markers. Email Marcia Goodman-Hinnershitz mghinnershitz@cocaberks.org to request supplies.

VIDEO REQUIREMENTS

Videos must be their own original work and focused on the theme “Gaming & Gambling: The House Always Wins.” Videos can be created with any platform. TikTok videos will be accepted through Facebook or website submission. Vertical or horizontal video is fine. The video can be up to 60 seconds in length.

HOW TO ENTER

For a complete entry into the contest, the following must be submitted:

- Full name, home address & telephone number. If under 18, parent’s name & email address, grade level and school he/she attends.
- Signed COCA Release Form
- The poster in JPEG or PDF format. Video in .mov or .mp4 video format.

Posters and videos can be submitted online at <https://cocaberks.org/2021contest>

*If you are unable to submit online, please contact Marcia Goodman-Hinnershitz at mghinnershitz@cocaberks.org or and arrangements will be made to obtain the entry.

JUDGING CRITERIA

Entries will be judged by a group of drug, alcohol and gambling professionals based on the following criteria:

1. Submission includes a completed COCA Release Form and required information attached
2. Clear message conveyed by the text and artwork
3. Includes contest theme “Gaming & Gambling: The House Always Wins”
4. Creativity, originality and artistic quality
5. Visual clarity – easy to read
6. Bright and colorful
7. No copyrighted artwork, characters (Superman), or name brands (i.e. Pepsi, PA Lottery, name of a Casino, etc.) are used in the poster or video.

AWARDS

First, second and third place winners will be selected for each age category. Winners will receive the following:

1st Place - \$100 VISA Gift Card, artwork included in Billboards around Berks County, 4 Reading Fightin’ Phils Tickets, recognition online

2nd Place - \$75 VISA Gift Card, 4 Reading Fightin’ Phils Tickets, recognition online

3rd Place - \$50 VISA Gift Card, 4 Reading Fightin’ Phils Tickets, recognition online

Honorable Mention - \$25 VISA Gift card, 4 Reading Fightin’ Phils Tickets, recognition online

Winning posters will also be displayed on the COCA website and social media. Winners will also receive a certificate.

IMPORTANT DATES

April 9, 2021 – Deadline to submit poster artwork or video.

April 12-16, 2021 - Judging of posters. *Winners will be notified during this time.*

April 26, 2021 – Winners recognized online and through COCA’s website, social media and news outlets.

PLEASE REMEMBER:

- Entries must meet the poster and video requirements specified above and include the Release Form (online registration allows for electronic agreement). A poster or video not accompanied by a completed Release Form and contact information will not be eligible for further judging.
- Any artwork including copyrighted material will be eliminated immediately from the contest.
- All artwork submitted becomes the property of the Council on Chemical Abuse and may be reproduced.

Register online at cocaberks.org/2021contest



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Reading, PA 19601
(610) 376-8669 | www.cocaberks.org

Media Model Release

In consideration of my engagement as a model, and for other good valuable consideration herein acknowledged as received, I hereby grant to the Council on Chemical Abuse, its legal representatives and assigns, those for whom the Council on Chemical Abuse is acting, and those acting with its authority and permission, the absolute right and permission to copyright, in its own name or otherwise, and use, re-use, publish and re-publish photographic portraits or pictures of me, or any video/audio segments in which I may be featured or included, in whole or in part, or composite or distorted in character or form, without restriction as to changes or alterations, in conjunction with my own or a fictitious name or reproductions thereof in color or otherwise, made through any medium at its studios or elsewhere, and any or all media now or hereafter known for illustration, promotion, art, advertising, trade or any other purpose whatsoever. I also consent to the use of any printed, published or recorded matter in conjunction therewith including the use of said pictures, video/audio segments on television, in magazines, newspapers, flyers and educational materials and on the internet or other social media platform , wherever, whenever, and in whatever manner they shall desire, consistent with good taste which will not be derogatory, degrading or detrimental to me in any way. I understand that I will not receive any compensation, now or in the future, for the above. I hereby waive any right that I may have to inspect or approve the finished product, advertising copy, printed matter or video/audio segment that may be used in connection therewith or the use to which it may be applied. I hereby release, discharge and agree to save harmless the Council on Chemical Abuse, its legal representatives and assigns, and all persons acting under its permission or authority for whom it is acting, from any liability by virtue of any blurring, distortion, alteration, optical illusion, or use in composite form, whether intentional or otherwise, that may occur or be produced in the taking of said pictures, videos or audio segments or in any subsequent processing thereof, as well as any publication thereof, including without limitation any claims for libel or invasion of privacy.

STUDENT NAME: _____

SCHOOL/ORGANIZATION: _____

HOME TELEPHONE NO. /CELL PHONE NO.: _____

EMERGENCY CONTACT: _____

Signature of Parent or Guardian:

I hereby warrant that I am not of full majority age and do not have the right to contract in my own name, however, I have read the above authorization, release and agreement, prior to its execution, and I am fully familiar with the contents thereof. With the signature of my parent/legal guardian, named below, I deem this release shall be binding upon me, my heirs, legal representatives, and assigns.

I have read the foregoing and fully understand the contents hereof. I represent that I am the parent/legal guardian of the above named model. For value received, I hereby consent to the foregoing on his/her behalf.

PARENT/LEGAL GUARDIAN (signature): _____

PARENT/LEGAL GUARDIAN (print): _____