

FOR IMMEDIATE RELEASE



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**NORTH AMERICAN INTERNATIONAL AUTO SHOW ANNOUNCES
2011 HIGH SCHOOL POSTER COMPETITION**
Cash prizes will be awarded to 16 Michigan area student winners

TROY, Sept. 8, 2010 – The 2011 North American International Auto Show (NAIAS), sponsored by NAIAS LLC, an association of Detroit area auto dealers, announced today the launch of its annual poster contest in connection with the NAIAS next January.

The 23rd Annual High School Poster Contest is open to all Michigan residents enrolled in grades 10 through 12. An independent panel of recognized representatives from the local art community will judge the contest. This year, the NAIAS will choose winners in 16 categories.

“It’s amazing to see the unique and innovative automotive designs Michigan’s young talent provides to the poster contest,” said Barron Meade, Chairman of the 2011 NAIAS. “This opportunity encourages students to pursue interests in not only the art community, but the automotive industry as well.”

Winning posters will be displayed at the 2011 NAIAS and reproduced in the official NAIAS program, which is available to the public, corporate executives and automotive suppliers. Winning posters may also be displayed on the official NAIAS website, www.naias.com.

State Farm Insurance, presenting sponsor of Automotive Education Day at NAIAS 2011, also will select a poster and the art from that poster will be reproduced on t-shirts that will be given away to all students attending Automotive Education Day.

In 2010 NAIAS had a record breaking 830 entries from 80 different high schools, exceeding the 2009 entries by nearly 200. The contest was established to engage the creative minds of Michigan’s students and encourage careers in automotive design while recognizing local art communities for their talents.

Posters must be original artwork, 25” x 21” in size, two-dimensional and camera ready. The poster theme must be automotive related, and any mixed media suitable for reproduction as a poster is allowed, including computer-generated graphics. All subject matter must be in good taste.

Posters must contain all of the following copy: “*North American International Auto Show 2011, Detroit, and Cobo Center.*” The entry deadline is November 23, 2010.

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Prizes will be awarded in the following categories:

Chairmen's Award	\$1,000
State Farm Insurance Award	\$1,000
Designer's Best Show - Digital	\$500
Designer's Best Show - Traditional	\$500
Best Theme	\$250
Best Use of Color	\$250
Most Creative	\$250
1 st Place, 10 th Grade Award	\$500
1 st Place, 11 th Grade Award	\$500
1 st Place, 12 th Grade Award	\$500
2 nd Place, 10 th Grade Award	\$250
2 nd Place, 11 th Grade Award	\$250
2 nd Place, 12 th Grade Award	\$250
3 rd Place, 10 th Grade Award	\$100
3 rd Place, 11 th Grade Award	\$100
3 rd Place, 12 th Grade Award	\$100

To view official rules or gain more information, please visit www.naias.com. Additional questions may be directed to Sandy Herp at 248.283.5138 or sherp@dada.org.

NewsCap

It's time to sign-up for the 2011 #NAIAS high school poster contest. Check out all the details at <http://bit.ly/bRFo8F>. Follow [@NAIASDetroit](https://twitter.com/NAIASDetroit).

About the North American International Auto Show

Entering its 23rd year as an international event, the NAIAS (www.naias.com) is among the most prestigious auto shows in the world, providing unparalleled access to the automotive products, people and ideas that matter most – up close and in one place. One of the largest media events in North America, the NAIAS is the only auto show in the United States to earn an annual distinguished sanction of the Organisation Internationale des Constructeurs d'Automobiles, the Paris-based alliance of automotive trade associations and manufacturers from around the world. For up-to-the-minute join the [NAIAS](#) Facebook page or follow us on Twitter [@NAIASDetroit](https://twitter.com/NAIASDetroit).

2011 NAIAS Dates:

Press Preview - Monday-Tuesday, January 10-11
Industry Preview - Wednesday-Thursday, January 12-13
Charity Preview - Friday, January 14
Public Show - Saturday-Sunday, January 15-23

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