



CARTOON NETWORK.

www.CartoonNetworkAfrica.com

Cartoon Network is available on DStv channel 301



Dear Educator

It's a fact that kids love to draw. It's also a fact that kids love Cartoon Network – the satellite television channel offered to South African viewers as part of the **DStv bouquet on channel 301**. So, what could be better than a competition that combines both their passions while offering South Africa's learners and their schools the opportunity to win fantastic prizes, including lots of cash, exclusive Cartoon Network goodie bags and loads more?

Now in its fifth year, Animation Generation is an exciting, nationwide initiative sponsored by Cartoon Network that's designed to promote the art of illustration and celebrating imagination. This year, in celebration of the World Cup, Animation Generation will be football themed!

All learners need do to enter the competition is draw a poster that represents Cartoon Network as a world where anything can happen, absolutely nothing is impossible and where imaginations run wild. For example, the poster entries could feature one or more of Cartoon Network's well-known 'stars' in any football situation – such as playing the game in a park or at school playing the game, etc.

There's only one condition: their work must be original, and as imaginative as possible.

The top three entries in each of three age groups (6- to 8-years-old; 9- to 11-years-old; and 12- to 14-years-old) will be shown on Cartoon Network, giving the winning learners the thrill of having their artwork displayed throughout South Africa.

The primary aim of Animation Generation is to teach learners how to draw cartoon characters – an art form that requires a completely different set of skills anything they will have experienced previously.

Prizes

There are heaps of prizes for the top three learners in age category (6- to 8-years-old; 9- to 11-years-old; and 12- to 14-years-old), and their respective schools. Take a look at what's at stake:

	Learner prizes	School prize
1st place	<ul style="list-style-type: none">PlayStation 3 ConsolCartoon Network goodie bagWinning artwork shown on Cartoon Network	R7,000.00 cash
2nd place	<ul style="list-style-type: none">X BoxCartoon Network goodie bagWinning artwork shown on Cartoon Network	R4,000.00 cash
3rd place	<ul style="list-style-type: none">PSPCartoon Network goodie bagWinning artwork shown on Cartoon Network	R1,000.00 cash

Entry Specifications

Only entries that meet the following specifications will be considered:

1. The finished size must be A3 (i.e. 297 mm x 420mm).
2. The artwork should fill the page and must be drawn as clearly as possible (so that it can be displayed clearly on Cartoon Network if it is chosen as one of the winning entries).
3. Any artistic medium may be used – whether chalk, paint, pastels or even pencil crayons.



4. Entries should only feature characters from Cartoon Network. The complete list of characters that can be used is as follows: Chowder, The Powerpuff Girls, Ben 10, Casper, Elliot Kid, Mike, Lu & Og, Ed Edd n Eddy, Robot Boy, Foster's Home for Imaginary Friends, The Life and Times of Juniper Lee, Camp Lazlo, Codename: Kids Next Door, The Cramp Twins, King Arthur's Disasters, Time Squad, Courage The Cowardly Dog, Sheep in the Big City, Evil Con Carne, The Grim Adventures of Billy and Mandy, Samurai Jack, Megas XLR, Gadget Boy, Spaced Out, and I am Weasel (these characters can be researched by visiting CartoonNetworkHQ.net or by watching the channel on DStv 301).
5. Entries that feature any other cartoon stars (such as Superman, Sponge Bob, or Pokemon) will automatically be disqualified.

Please note that the drawings of the Cartoon Network characters do not have to be exact replicas of those shown on the channel. Just as artists interpret their models differently, so we encourage individual learners to interpret our characters as they see them. Moreover, tracing of the characters will disqualify the entrant.

Entry deadline: 4 October 2010 (no late entries will be accepted)

Please note that all entries will become the property of Cartoon Network, and that the artwork will therefore not be returned. If desired, please make a copy of the poster before submitting it, for your own records.

Judging Criteria

Cartoon Network is synonymous with fun, such that the main criterion is a picture that makes people laugh through the creative use of characters and graphic story telling.

The other key evaluation criteria are:

1. Unique and innovative thinking.
2. Imaginative creativity.
3. Bright, bold and confident work.
4. Original ideas, with plenty of humour (great drawing skills are of secondary importance).
5. Use of only Cartoon Network characters (other cartoon characters will automatically disqualify the entry).
6. Individually drawn characters and other objects (tracing of the Cartoon Network characters is strongly discouraged).

Rules of the competition

1. The Animation Generation competition is open to residents of South Africa between the ages of 6- and 14-years-old, who are bona fide learners at registered schools within the country's borders. No purchase is necessary
2. Neither employees of Turner Entertainment Networks International Ltd ("Cartoon Network"), its respective parent, subsidiaries and affiliated entities and agencies, nor their immediate family members are eligible to enter
3. Only entries that satisfy the entry criteria, as detailed in the promotional material relating to the competition, will be considered.
4. Entries may be hand-delivered to HDI Youth Marketeers, CN Poster Competition Entries, The White House, 168 Grosvenor Road, Bryanston, 2191; or mailed to HDI Youth Marketeers, Postnet Suit 331, Private Bag x 51, Bryanston, 2021.
5. The **closing date for the competition is 4 October 2010**, and no late submissions will be accepted.
6. Cartoon Network accepts no responsibility for late, misdirected, lost, undelivered or illegible entries.
7. By entering this competition, entrants agree that, should their work be selected as a winner, they consent to their artwork being shown on Cartoon Network throughout the world in perpetuity. Once the winners are chosen, their respective school will be requested to complete a form to this effect (to be supplied by Cartoon Network). Failure to complete such certificate will entitle Cartoon Network to select a new winner.
8. Entries will be adjudicated in the three age categories specified. The top three entries in each of these age groups will be rewarded with the prizes stated in the promotional material and their artwork will be displayed on Cartoon Network.

9. The winning entrants will be notified telephonically and in writing within three months of the closing date of the competition.
10. Prizes are as stated in the promotional material. They are not transferable and may not be exchanged for cash equivalents. However, Cartoon Network reserves the right to substitute any prizes of like value in the event that the awarded prize is unavailable for any reason whatsoever. Images shown of prizes, both in print and on air, are to be regarded as examples only. Cartoon Network likewise reserves the right to provide prizes of similar nature and value, but of different make or specifications.
11. All entries submitted will become the property of Cartoon Network and will not be returned to either to the entrants or their respective schools.
12. Cartoon Network, its parent, subsidiary, affiliated and associated companies accept no responsibility or liability for injury or loss to any person or property relating to the award of any prize. All prizes are subject to the terms and conditions of the manufacturer or supplier.
13. By entering the competition, entrants consent to the use of personal information supplied in the entry form for the purposes of administering the competition and distributing the prizes. For entrants under the age of 16 years-old, the consent of their parent and/or guardian is assumed.
14. The promoter of Animation Generation – Turner Entertainment Networks International Limited, Turner House, 16 Great Marlborough Street, London, W1F 7HS United Kingdom – shall not bear any tax liability for any prize. Individual winners, their parent and/or guardian are responsible for any tax liability arising from the award and/or receipt of any prize.

Entries should be sent to one or other of the following addresses, to arrive before the closing date of 4 October 2010:

For hand delivery	For postal delivery
HDI Youth Marketeers Animation Generation Entries The White House 168 Grosvenor Road Bryanston, 2191	HDI Youth Marketeers Animation Generation Entries Postnet Suit 331 Private Bag x 51 Bryanston 2021

Entry Check List

Before submitting, please check that each entry has the following:

1. The artist's name and age clearly written on the back of the entry, along with his/her date of birth.
2. The name of the entrant's school, the contact person at the school, as well as the school's telephone number and physical address.

For additional information, contact HDI Youth Marketeers on (011) 706 6016

We wish you and your budding artist learners loads of Animation Generation fun as you explore your collective talents. Who knows? Your school could be the home of the Hanna and Barbera of the future!

Kind regards

Cartoon Network

