



STATE OF GEORGIA
OFFICE OF THE GOVERNOR
ATLANTA 30334-0900

Sonny Perdue
GOVERNOR

December 5, 2006

GREETINGS:

In an effort to promote safe driving and responsible behavior for teenagers on prom night and every night of the year, Mary and I are hosting a “Prom Party” at the Governor’s Mansion for the high school that creates a winning public service announcement.

Each high school that chooses to participate is being asked to submit a 30-second public service announcement addressing the dangers and consequences of impaired driving among teenagers. Videos will be judged on content, creativity and effectiveness of the message. Production quality will not be a determining factor. Georgia Public Broadcasting has agreed to work with the winning school to reproduce the winning P.S.A., which will be broadcast on television during the 2007 prom season. Please find attached the P.S.A guidelines regarding the basic requirements for submission.

Acceptable formats for the P.S.A. include DVD, VHS and electronic formats – Windows Media and QuickTime. One submission per school, with completed entry form, must be postmarked no later than January 31, 2007, and mailed to:

Office of the Governor
Attn: Hannah Heck
142 State Capitol
Atlanta, GA 30334

I believe it is imperative that we promote and support safe and fun environments for teenagers without the presence of alcohol. To encourage students to join me in this promotion, I have partnered with the Governor’s Office of Highway Safety and the Georgia Sheriffs’ Association to announce this competition.

Students from the winning school will be invited to attend a Prom Party at the Governor’s Mansion in Atlanta. Space will be limited to approximately 300 students.

This year's party included music from the Q100 Party Crew, food from the Waffle House, and beverages provided by Coca-Cola. The party will be scheduled with your school's logistics in mind and may or may not coincide with your school's prom date.

I encourage your school to participate in this competition. Mary and I look forward to seeing the winners at the Governor's Mansion in the spring.

Sincerely,

A handwritten signature in black ink that reads "Sonny Perdue". The signature is written in a cursive, flowing style with a large initial 'S'.

Sonny Perdue