

AIR® Attitudes In Reverse®

2025 Design Concept Contest



Are You AIR® Aware®?

Wear A Shirt • Start THE Conversation • Reverse An Attitude • SAVE A LIFE!™

1st Place: iPad **2nd Place:** \$50 Visa Gift Card

Mental Health is not just an adult issue...

1 in 4 persons suffer from some sort of mental health issue. This startling number includes youth. Most symptoms start early, but go unrecognized or are chalked up to childhood/teenage angst. This can delay early intervention, draw criticism from society, and sometimes result in devastating consequences.

Mental illness is like air. Just because you don't see it, it doesn't mean it isn't there. It is all around us. AIR® Attitudes In Reverse® is a positive national campaign that hopes to start the conversation, to raise awareness, to encourage early intervention, and to eliminate the stigma attached with these illnesses.

All youth should feel safe to reach out for help!

Deadline

Friday, March 28, 2025

AIR® Attitudes In Reverse®

Mental illness is like air. Just because you can't see it, it doesn't mean it isn't there. It is all around us.™

Rules: Designs must be centered on the "AIR Attitudes In Reverse" theme, include the words "AIR Attitudes In Reverse" somewhere in the design (not necessarily together), fit easily on one side of a t-shirt, and be clearly reproducible. A winning design may be modified as AIR deems appropriate; if so, it will preserve the concept that is submitted. All acceptable entries may be displayed on the web. T-shirt designs and completed Entry/Release forms must be received no later than Friday, **March 28, 2025**. The winning t-shirt designs will be chosen by representatives of Attitudes In Reverse. Winners will be notified by **May 1, 2025**. The winning designs will be reproduced on green t-shirts (signifying children's mental health) with white ink (signifying hope) – first place on the front and second place on the back – and will be made available for purchase by **May 2025** (National Mental Health Awareness Month). Prizes will be awarded no later than **May 31, 2025**. Each winner will receive a free t-shirt with the winning designs. Designs can be submitted electronically to: tshirtdesign@attitudesinreverse.org or snail-mailed to: Attitudes In Reverse, P.O. Box 3127, Princeton, NJ 08543. Please mark "Do Not Bend" on the outside of the envelope. Each entry must be accompanied by an Entry/Release form with original signatures by both a parent and the student and can be mailed separately (but must include a copy of the emailed design to be able to correlate the form with the design). All entries will become exclusive property of Attitudes In Reverse, who reserves the right to reject or refuse to display any artwork on the website that is deemed inappropriate. Questions can be directed to tshirtdesign@attitudesinreverse.org.

AIR® Attitudes In Reverse®

2025 Design Concept Contest Rules & Entry/Release Form

Please print below information clearly as this is our only means of contacting you.

Youth's Name (printed as it should appear on winner's certificate)

Birth Date (mm/dd/yyyy)

Home Phone Number

Alternative Phone Number

Email Address

Home Address (Street, City, State, Zip)

Preferred Method of Contact: Email Phone US Mail

Rules: Designs should be for a unisex t-shirt and must center on the "AIR® Attitudes in Reverse®" theme: Mental illness is like air. Just because you don't see it, it doesn't mean it isn't there. It is all around us. The AIR plan is to start one-on-one conversations to raise awareness, increase empathy, encourage early intervention and eliminate the stigma associated with mental illness. Designs must include the words "AIR® Attitudes in Reverse®" (not necessarily together) and may also include "Are you AIR Aware?" or "Take a Breath" or "Kind is the new cool!" or "Remember to Breathe." Designs must fit easily on one side of a t-shirt and be clearly reproducible. All acceptable entries may be displayed on the web.

Each t-shirt design concept (created on standard 8 1/2" x 11" paper and including the entrant's name) and completed Entry/Release form must be received no later than Friday, **March 28, 2025**. The winning designs will be chosen by representatives of Attitudes in Reverse®. Winners will be notified by **May 1, 2025**. The winning design concepts will be reproduced on green t-shirts (signifying children's mental health) with white ink (signifying hope). A winning design may be modified as AIR deems appropriate; if so, it will preserve the concept that is submitted. T-shirts will be made available for purchase by **May 2025** to be worn in May, National Mental Health Awareness Month. Prizes will be awarded no later than **May 31, 2025**. Each winner will also receive a free t-shirt with winning designs.

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1st Place: iPad **2nd Place:** \$50 Visa Gift Card

I hereby agree to give permission to have my/my child's work published on the web and agree to the above rules of this contest.

Youth's Signature

Date

Parent Name (Please Print)

Parent Signature

Date

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