

She's one smart mom
She's got **text4baby**



text4baby[™]
FOUNDING SPONSOR
Johnson & Johnson

Text **BABY** to **511411**

Get **FREE** messages on your cell phone to help you through your pregnancy and your baby's first year.

Envía **BEBE** al **511411**

Recibe mensajes **GRATIS** en tu teléfono que te ofrecerán ayuda durante tu embarazo y el primer año de tu bebé.

A free service of the National Healthy Mothers, Healthy Babies Coalition.



healthy mothers, healthy babies

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CTIA The Wireless Foundation



evo's text4baby Enrollment Card Design Contest

Sponsored by *Johnson & Johnson*



About the Contest

evo's text4baby Enrollment Card Design Contest, sponsored by Johnson & Johnson, invites evo'11 attendees and their children to create an original design for the text4baby enrollment cards. The winning cards will be posted on www.text4baby.org and shared with national, state and local partners to use in enrolling new and expectant mothers in the mobile service so they can receive vital health information to give their babies the best possible start to a healthy life.

How to Enter

Visit www.text4baby.org to learn more about the service or stop by the information table in the Johnson & Johnson suite at evo' 11 July 7-9, 2011.

Entrants should drop off their hand drawn designs on the template provided to the Johnson & Johnson Penthouse Suite (room #704) in the Grand Summit Lodge during evo'11 conference hours.

All entries must be received by 4:00 p.m. MDT on July 9, 2011.

Contest Guidelines

- Only one entry per person
- Entries must be hand drawn –
 - no photographs or computer generated images will be accepted
- Designs must be submitted on the template provided
- All entries must be based upon original, non-infringing designs and not copied or in any way reproduced from other works
- Entries not received by the deadline will not be considered
- See official contest rules for further information

Judging Criteria

Designs should be based on words and visuals that strongly encourage a new or expecting mom to enroll in text4baby and support maternal health.

The entries will be judged based on the following criteria: 1) Potential for compelling new or expecting moms to enroll in text4baby 2) Creativity 3) Originality

Winners

Three (3) contest winners will be chosen by a pre-selected panel and will be announced during the evo' 11 Closing Keynote on Saturday, July 9, 2011 from 5:00 p.m. to 6:00 p.m. MDT in the Kokopelli Grand Ballroom. (The Canyon's Grand Summit Hotel). Winners that do not attend the Closing Keynote will be contacted via phone.

The three winners will be invited to record a video in the Johnson & Johnson suite following the Closing Keynote on July 9 to share their inspiration behind their design and to receive a prize. Winners can view their video interview on the Johnson & Johnson Health You Tube Channel and the text4baby website.

Each winner's original design will be formatted into the final text4baby enrollment card along with their name to be posted on www.text4baby.org and shared with national, state and local partners to use in enrolling new and expectant mothers in the mobile service.

About text4baby

Text4baby is a free mobile health service that helps pregnant women and new moms connect with the care they need. By simply texting "BABY" (or "BEBE" for information in Spanish) to 511411, women can register to receive weekly text messages, timed to their individual due dates or their baby's birth date throughout their pregnancy and baby's first year. The tips and messages, which have been developed in collaboration with government and nonprofit health experts, provide information on nutrition, immunization, breastfeeding, labor and delivery and more. For more information, please visit: <http://www.text4baby.org/>

Please fill out the information below so that we may contact you if you win!

NAME (Please Print): _____

PHONE: (_____) _____

EMAIL: _____

Are you planning to attend the evo'11 Closing Keynote held July 9, 2011 from 5:00 p.m. to 6:00 p.m. MDT? (check one): Yes No

If not available, we will contact you via phone if you are a winner