

[AMERICAN BAR ASSOCIATION LOGO/LETTERHEAD]

Affiliate Name
Address
City State Zip

[DATE]

Dear Affiliates:

Happy New Year! We need your help spreading the word and picking the semi-finalists for the 1st Annual ABA YLD Law Day Video Contest (www.abanet.org/yld/lawday) sponsored by the American Bar Association Young Lawyers Division and Standing Committee on Judicial Independence. The new contest encourages high school students to participate in and increase their understanding of Law Day. All U.S. students, grades 9 – 12, are eligible to submit a three-minute video on this year's contest theme, "*The Legacy of John Adams, From Boston to Guantanamo.*" An explanation of Law Day can be found online at: www.abanet.org/publiced/lawday. The submission deadline is March 1, 2011.

Winners at the state and national levels will be recognized. The four national semi-finalists will receive airline, hotel, and some travel expenses to attend and participate in the Law Day 2011 activities in Washington, D.C. The national winner will be announced during a Law Day ceremony, including a special tour of the United States Supreme Court.

How you can help:

1. Spread the word about the contest
 - Contact local schools, parent groups and teachers that you know. A sample letter is attached.
 - Let your members and others know about the contest so that they can do the same. Sample promos include:

Social Media (formatted for Twitter)

Get creative. Law Day Video Contest for high school students. Prizes include trip to Washington DC. Deadline 4/1. <http://bit.ly/gFGtpt>

Social Media (formatted for Facebook)

Help spread the word to your communities. 1st Annual ABA YLD Law Day Video Contest aims to increase the participation and understanding of Law Day. All US students, grades 9 – 12 are eligible to submit a three-minute video on this year's contest theme, "*The Legacy of John Adams, From Boston to Guantanamo.*" Prizes include a trip to Washington DC. The submission deadline is March 1, 2011. <http://bit.ly/gFGtpt>

Website and Newsletter (print and electronic) Blurb (download contest logo at www.abanet.org/yld/lawday)

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2. Help choose a state semi-finalist

As an Affiliate, on you can select one video from your state and submit the information to your ABA District Representative. You will be contacted when this is available. Your District Representatives will then select a "State Winner" and the video as a semi-finalist to a Blue Ribbon Committee which will select the four national finalists and ultimately the national winner.

Thank you in advance for your help. For more information including official rules, sample video and theme details and District Representative contacts visit www.abanet.org/yld/lawday. If you have any questions or comments, please contact ABA YLD Associate Director, Jennifer McQuillan, at mcquillj@staff.abanet.org or 312-988-5665 or ABA YLD Program Associate, Renee Lugo, at lugo@staff.abanet.org or 312-988-5626.

Sincerely,

Jeffrey C. Neu, Esq.
ABA YLD Law Day Video Contest Coordinator