

2021 Scholastic Art & Writing Awards – Media Kit

New York Life Award (on grief and loss)

Help teen artists and writers get published and receive scholarships for college by sharing these opportunities.

What's in the Kit?

Images and Video for Social Media and Newsletters

- *Are You Ready?* GIF animation ([GIF file](#))
- Social Media Posts on Scholarships:
 - General post on scholarships ([PNG](#))
 - Scholarship deadlines ([PNG](#))
 - New York Life Award ([PNG](#))
- Video files:
 - General Video on Scholastic Art & Writing Awards ([download video in .mp4 format](#), or link to YouTube video: <https://youtu.be/CJtUXa5czbg>)
 - Why Students Should Enter: <https://youtu.be/6yOhmX7ajOA>
 - Scholarships: <https://youtu.be/Spl4cxU2MLI>
 - New York Life Award: <https://youtu.be/Q6MJY-k3kuQ>
- Plain SAWA/AYAW [logo file](#) (transparent background to accommodate for dark mode)

PDFs to Share Through Email or on Websites

- New York Life Award ([PDF](#))

How to Use These Assets

We would love for you to download and share these assets organically through your own social media handles, and/or embed/link/repost existing posts from our [Instagram](#), [Facebook](#), and [Twitter](#).

This content can also be added to your organization's website or incorporated into a newsletter.

- Below, you'll find below some sample text for you to include in your organic posts.
 - i.e. instead of re-posting content from our social media accounts, you post files provided in this kit directly from your own account/handle, by uploading the media directly and incorporating one of the caption options below into your own post.
- Combine this text with images or video listed above.
- Should you choose to use these media files and/or caption text in your outreach:
 - 1) please do not alter the suggested caption text, and
 - 2) make sure to always tag us on social media @artandwriting (Instagram and Twitter)/ScholasticArtandWritingAwards (Facebook) and use the hashtag #scholasticawards.
- When using our logo in your outgoing materials, please do not alter or change the colors or shape of the logo.

Newsletter and Website Text

Scholarships for Art & Writing on Grief and Loss

Are you a creative teen in grades 7–12 who has experienced grief or loss? The [New York Life Award](#) offers \$1,000 scholarships to six students whose works explore personal grief

and loss. State scholarships of \$500 are available to two students from each of the following states: Michigan, Mississippi, Montana, New Jersey, and New Mexico. All students in grades 7–12 (ages 13 and up) are eligible to participate and should apply through the Scholastic Art & Writing Awards. Regional deadlines are as early as December 1, 2020. Visit artandwriting.org/nylife to find out how to apply.

Facebook and Instagram Caption

Are you a creative teen who has experienced grief? Apply for the New York Life Award. Regional deadlines are as early as December 1, 2020. Visit artandwriting.org/nylife to find out how to apply.

Twitter Caption

- Are you a creative teen who has experienced grief?
Apply for the New York Life Award. artandwriting.org/nylife