**‘We Can Swim’ Campaign**

**Design a Logo Competition**

**Active Black Country and partners are developing a Swimming Campaign which will seek to raise standards of swimming and improve water safety levels amongst Black Country Children.**

**Further details can be found at:** [**http://bit.ly/BCHealthySchool**](http://bit.ly/BCHealthySchool)

As part of this, Active Black Country and partners are running an Art competition for school pupils across the Black Country to design the logo for Campaign which will be launched on the 20th May 2022 at the Black Country Primary PE Conference.

The logo will be used on all resources accompanying the campaign, and used by a range of partners to promote water activities across the region over the next 18 months.

A judging panel will decide the winning design which will then be made into the logo for the campaign moving forward. The school of the winning pupil will receive a **£100 Sports equipment voucher** whilst the pupil responsible will also receive a **£50 One4all Gift Card** which can be spent at over 130 different high street brands.

The logo design should seek to incorporate **either** of the following areas and also **MUST** also include ‘**We Can Swim**’ within the logo design.

1. Being safe in and around Water
2. Being able to swim/learning to swim/being confident in the water

Accompanying this document are a series of templates for children that may be used overleaf, however these are not compulsory and children can create there own if they wish.

Please note the competition is open to Primary and Secondary school pupils with the **deadline for submissions 5pm Friday 29th April 2022.** Winners will be announced in May 2022*.*

We would encourage Schools to run an internal competition nominating and sending in their 3 best designs by post or email if possible. However, given the Easter holidays we would also encourage children to be creative over the break with their family and submit their designs to the below either electronically or by post if required.

**F.A.O Leah Goode (Logo Competition)**

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Should you have any questions please contact Leah at: **leah\_goode@blackcountryconsortium.co.uk**

***Pupil Name:*** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ***Age:*** \_\_\_\_\_\_\_\_\_

***Teacher/contact: \_\_\_\_\_\_\_\_\_\_\_***

***School:*** \_\_\_\_\_

***Local Authority:*** \_\_\_\_\_

***Pupil Name:*** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ***Age:*** \_\_\_\_\_\_\_\_\_

***Teacher/contact: \_\_\_\_\_\_\_\_\_\_\_***

***School:*** \_\_\_\_\_

***Local Authority:*** \_\_\_\_\_