

# Adult Literacy Advocates

## Spell-a-Slogan Contest 2022

*Put your Scrabble skills to the test!*

### Create ALA's Promotional Slogan for 2023

#### What do I need to do?

Using *LITERACY* as a base word, create a promotional slogan for ALA to use during 2023.

#### How do I do it?

\*Slogans must incorporate the word *LITERACY* as found on the contest entry form and use at least 3 additional words created from the letters found in the bag of Scrabble tiles used in regular play.

\*At least one word must be physically linked to the word *LITERACY*, and all words must play off each other, just as in regular Scrabble play. Words do not have to be in sequential order.

#### Where do I register?

\*Register on the ALA website: [www.adultliteracyadvocates.org](http://www.adultliteracyadvocates.org)

\*Entry fee is \$25 per slogan, and multiple slogans may be entered.

\*Each entry must be printed on the Scrabble Board entry form, and accompanied by the information form. Both forms may be downloaded from our website.

#### What are the rules?

\*Slogans may not use more than the allotted number of letters found in a regular bag of tiles as shown on the list of tiles. Blank tiles (2) may be substituted for other letters but must be noted. A list of tiles used in regular play is attached to this sheet.

\*Abbreviations and proper nouns are not allowed, but contractions will be permitted.

#### When does all this happen?

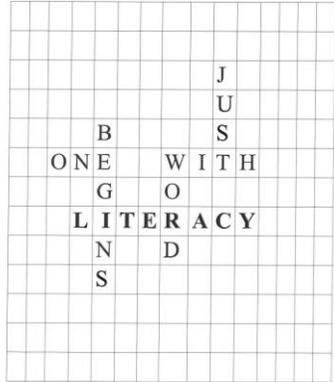
\*Slogan entries and information forms must be received by midnight, Sunday, October 30<sup>th</sup>.

\*Entries may be sent by email to [info@adultliteracyadvocates.org](mailto:info@adultliteracyadvocates.org); by regular mail to 7732 Goodwood Boulevard, Suite 111, Baton Rouge, 70806; or dropped off in person at the same address.

\*The winning slogan will be announced at our 24<sup>th</sup> Annual Scrabble Challenge, Wednesday, November 9<sup>th</sup> at L'Auberge Casino & Hotel.

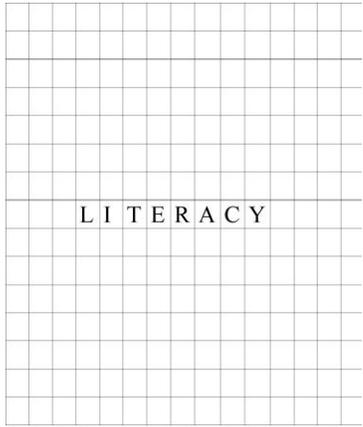
#### What does the winner receive?

The winning slogan will be used in ALA promotional materials during 2023, displayed prominently on our website and in our office, and in our social media. Slogan creator will also receive 4 complimentary passes to the 2023 Scrabble Challenge.



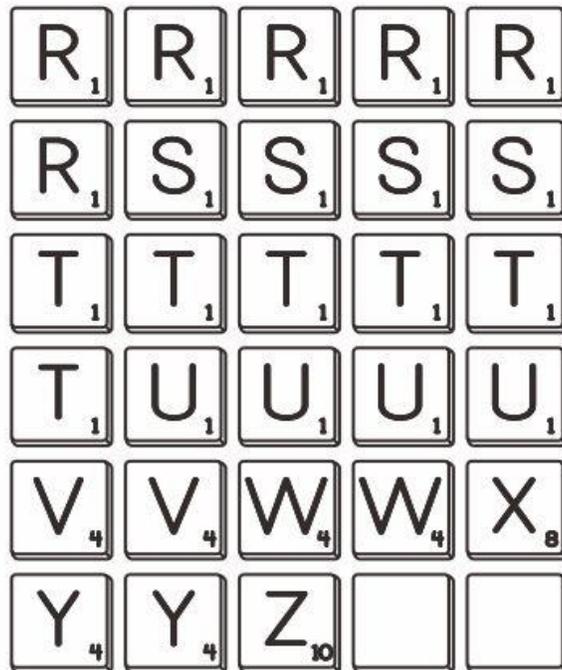
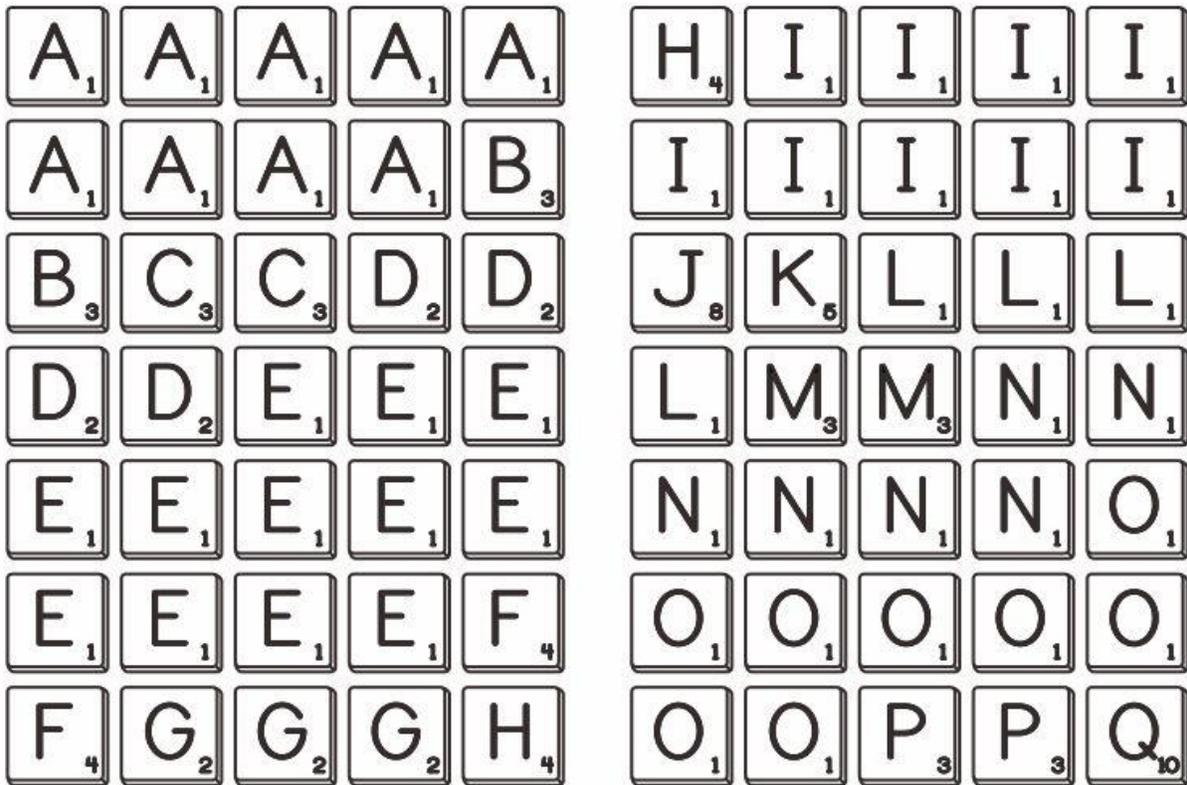
Literacy begins with just one word.

*Here's the winning entry from last year's contest.*



Adult Literacy Advocates  
24th Annual Scrabble Challenge \* Spell a Slogan Contest

*Here's an example of the slogan entry form.*



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**24th Annual Scrabble Challenge \* Spell a Slogan Contest**