WINNING WAYS
CHECK OUT THE BEST ENTRIES IN THIS YEAR'S CONTEST

ED! 25 iFLY PARTY WINNER REVEALED.  P2
TRY OUR MINI QUIZ CHALLENGE.  P2
COOLBINIA KIDS HAVE THEIR SAY.  P2
HEAR! YE! HEAR! YE!

Alcohol ads are everywhere — we are bombarded by them online, on TV, the radio, trains, buses, billboards, in shop windows, at the movies. . . But what is their purpose? They aim to convince us to buy things such as products, tickets, holidays and clothes, or they want us to pay attention to certain messages.

It’s important that we all become “critical” readers and consumers so we can make our own informed decisions about what to purchase or pursue, and what to ignore.

To encourage WA students to consider how advertising influences our choices, ED! and Media Education invited primary and secondary school students to enter our 2019 Design an Ad competition and promote eight companies, organisations or programs — AWESOME Children’s Festival, Caltex, Crunch&Sip, Firetech, Fremantle Prison, RAC, SurfSmart and Telephone.

The winners, chosen by representatives from each organisation, were awarded $100 each for their winning ad's visual appeal, originality, creative concepts and for meeting the design brief.

Today we publish the winning ads chosen from nearly 1500 entries. Congratulations to all of the awesome ad designers who entered, in particular home-school student Bailey Pascoe, who won three awards. A special mention must also go to Peter Moyes Anglican Community College in Mandurah, which won five of the prizes, and Mt Lawley SHS and Thornlie Christian College, with three each.
**Don't Let Screen-Creep Eat All Your Time.**

*Captain Firetech needs your help to battle Screen-Creep. Limit your screen time each day! Be a good digital citizen!*

-- Jasper Greenwood

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**SunSmart**

*You Always Win Wearing a Brim!*

-- Inga Hodgkins, Yr 5, Applecross PS.

-- Maddox Breh, Yr 6, Mt Lawley SHS

-- Jasper Greenwood, Yr 5, Danella PS.

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**BUY ME! BUY ME!**

*The CAT is BACK!*

*When Life Gives You Lemons, Put Them In Your Drink!*  

-- Jamie Ogley, Yr 6, Peter Noyes Anglican Community PS.

-- Elijah Weight, Yr 11, La Salle College.

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**Faster, Stronger, Cleaner. Premium Fuels for Premium Performance.**

-- Bailey Peters, Yr 11, Nundah State High School

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**Do you want your own Super Fat Cat?**

*Exclusive 2019 edition comes with sequin-covered bow tie and cape!*

*Every cent is donated to telethon!*

-- Timothy Jefferys, Yr 5, Mt Lawley SHS

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**The Internet Can Be A Dark Place. So Let's Light It Up!**

*For more info visit www.firerabyte.com*

-- Zach Dunsing, Yr 6, Peter Noyes Anglican Community PS.
ED! • 8 Design an Ad contest

Life is short so go the extra mile with Caltex.

Claudia Fields, Year 2, Wellton PS.

Ever wanted to put your students behind bars?

Riley Price, Year 8, Homeschool.

Don’t judge a car by it’s paint!

Sierra Van Der Heide, Year 8, South West John Calvin Christian College.

The Awesome Festival

Beth Daunyng, Year 6, Peter Anglican Community PS.