



## Missing School Matters #CurbAbsences Contest (Jan 17-Feb 25, 2014)

The E3 Alliance and Austin Yellow Cab are driving the message of attendance: Missing School Matters! After success this fall with the national Get Schooled contest to boost attendance (three schools in the top 20 nationally!), the campaign will keep the momentum going to start the new year. That's where Yellow Cab stepped in, generously providing ad space on the back of 25+ cabs on key routes in the Austin area.

The ads provide a visual reminder that missing school can have drastic consequences. Texas high school students who miss 10 days of school per year are three times more likely to drop out than those who miss 5 days. Students can't learn if they are not in school, and teachers can't teach if they constantly play catch-up. In addition, the absences add up to lost money for the school districts, and with 2.4 million absences per year, something has to be done. On average, a Central Texas high school loses \$20,000 every week due to absences, which adds up to over \$91 million in lost funding per year! Increasing attendance by just 2 percentage points would return \$34 million in funding for teachers, school supplies, and after-school activities. Since Missing School Matters began its campaign in 2011, the increased absences have resulted in an additional \$12 million in revenue for school districts!

Getting the word out about the serious effects of missing school is essential. That's why E3 Alliance and Yellow Cabs have partnered to amplify the message of the Missing School Matters campaign with the "Curb Absences" contest!

### **HOW TO PARTICIPATE:**

- 1) Every time you see Yellow Cab displaying the Missing School Matters ad between now and February 25th, take a picture!
- 2) Post the picture to the Missing School Matters Facebook page, Instagram and tag @missingmatters, or tweet it to @missingmatters, use the hashtag #CurbAbsences, and you will be entered in the drawing for an iPod Nano.
- 3) One (1) winner will be announced at the Blueprint Leaders Summit on February 26.

Please visit our website at [www.missingschoolmatters.com](http://www.missingschoolmatters.com) for more information about the effects of school absences, information for parents, and to download our campaign toolkit to see how you can help. For questions, please contact [info@e3alliance.org](mailto:info@e3alliance.org)

### **CONTEST RULES:**

- 1) Entries must be received before noon (12 PM CST) on February 25, 2014. The winner will be chosen at random drawing during the Blueprint Leaders Summit on February 26, 2014 and notified via Twitter and/or Facebook.
- 2) An entry will be counted if tweeted to @missingmatters with the hashtag #CurbAbsences, OR posted to Instagram with @missingmatters tagged and the hashtag #CurbAbsences, OR posted on the Facebook page with the hashtag. Don't forget the #CurbAbsences hashtag.
- 3) One entry per Yellow Cab sighting, please. Each unique picture of a unique Yellow Cab sighting with the Missing School Matters ad will be counted - meaning you can enter more than once per day if you snap more than one Yellow Cab.
- 4) Employees of E3 Alliance, Yellow Cab, or members of the Missing School Matters task force are not eligible for the contest.

It's that simple! You can post one picture per Yellow Cab sighting. Please be safe – do not take pictures while driving. Good luck!