



**Acting Union County Prosecutor Lyndsay V. Ruotolo**  
*Invites Union County Kids*  
*To Enter The*  
**“Kids Spreading Kindness”**  
**Logo Design Contest**

Shortly after Prosecutor Ruotolo took office on July 18, 2019, the Office of the Attorney General issued its Bias Incident Report for 2017-2018. In 2018, the number of bias incidents in New Jersey rose to the highest level since 2011, with a total of 569 reported statewide. What was most troubling about the report was that of the 227 known offenders behind those 569 incidents, **105 (46.3%) of the offenders were minors**. Union County will not be a home for hate, and Union County’s children will grow up to be kind leaders. Union County law enforcement wants to play its part in helping to make both statements realities.

To address the trend of bias incidents among our youth, as well as growing safety vulnerabilities for children online, the Union County Prosecutor’s Office developed a training program geared towards empowering Union County’s kids to protect themselves and each other on the internet, while simultaneously providing them with practical tools to identify and reject bias. The presentation is taught by UCPO detectives and assistant prosecutors in the schools (grades 4-12) and addresses: traditional and cyberbullying; internet stranger danger; bias crimes, and other issues impacting our youth. Woven throughout the presentation is an empowering message about spreading kindness and being a positive role-model to peers.

**Prosecutor Ruotolo** invites all of **Union County’s 4<sup>th</sup>, 5<sup>th</sup>, and 6<sup>th</sup> graders** to submit logo ideas to brand our **“Kids Spreading Kindness”** campaign. The chosen logo will be used in the presentation taught in schools across the county, as well as in press or media about the campaign. We encourage submissions to use creativity and color!

#### **RULES**

1. All Union County 4<sup>th</sup>, 5<sup>th</sup>, and 6<sup>th</sup> graders are invited to participate.
2. Logo can be drawn or graphically designed. Must fit within a 5in. x 10in. area
3. Logo must include the Shield of the Union County Prosecutor’s Office (attached below) and the phrase “Kids Spreading Kindness”
4. Logo design may not include copy-written items, inappropriate text/images, or personal information

#### **SUBMISSION INFORMATION**

- Submissions must be received by the UCPO Community Outreach Manager, Hannah Butler, at **32 Rahway Ave, Elizabeth NJ, 07202**.
- Submissions can also be submitted by email in PDF format to [Hannah.Butler@ucnj.org](mailto:Hannah.Butler@ucnj.org) with the subject line “Kids Spreading Kindness Submission.”

#### **SUBMISSION DEADLINE**

Submissions must be received by **Friday, April 17, 2020**.



**Acting Union County Prosecutor Lyndsay V. Ruotolo's**  
***"Kids Spreading Kindness"***  
**Logo Design Contest**

**SUBMISSION FORM**

**Artist's Name:** \_\_\_\_\_

**Age/Grade:** \_\_\_\_\_

**Parent / Guardian Name:** \_\_\_\_\_

**Parent / Guardian Contact Information (phone/email):** \_\_\_\_\_

**Town/School:** \_\_\_\_\_

**Explanation of Logo:** \_\_\_\_\_

The winning logo will be used in the presentation taught in schools across the county, as well as in press or media about the campaign. The winning artist's first name (only), grade, and town, will often be included under the logo.

If you do **NOT** wish to have the winning artist's first name (first name only / last name will not be used) displayed, please initial here \_\_\_\_\_.

