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Contest submissions from high schoolers accepted until April 14

San Diego – High school students (Grades 9 – 12) in San Diego County will have an opportunity to earn brand new laptop computers as part of the annual Metropolitan Transit System (MTS) & Coca-Cola Laptop Scholarship Contest.

Completed applications and submissions are now being accepted through Friday, April 14.

The laptop scholarship contest is a partnership between MTS, Coca-Cola Refreshments of San Diego and the San Diego County Office of Education. Dell-Inspiron 2-in-1 13.3" touch-screen laptop computers will be awarded to the top 40 student essay writers from San Diego County.

To be eligible to win, students must submit an application form and an advertising campaign summary aimed at attracting new MTS Trolley and bus riders.

Students must be San Diego County residents and enrolled in a San Diego County high school.

To enter, students should Student contest submissions need to include:

- Brainstorm an advertising campaign to promote MTS to potential bus and/or Trolley riders.
- Write a one to two-page summary identifying your target audience, message strategy and design inspiration.
- Create an original poster ad design (must be 8.5 x 11). Hand-drawn and digital submissions will be accepted.
- Complete the application form and submit with the summary and art by the deadline.

Entries will be scored on the following criteria: 1) Creativity (ad reflects clever slogan, design, etc.); 2) Strategy (The ad strategy is well thought-out and clearly identifies a target audience, messaging strategies, research to support strategy, etc.); and 3) Clarity (The ad is visually appealing, easy to understand and effective in communication to the target audience.)

Bonus: One lucky student will have their artwork displayed on an MTS bus shelter!

Applications, and rules and guidelines and submission instructions are available on the Laptop Scholarship webpage. Completed applications and essays can be submitted via email to scholarship@sdmts.com, or via mail addressed to MTS Scholarship, 1255 Imperial Ave., Suite 1000, San Diego, CA 92101.

Questions about the contest can be directed to MTS Marketing Coordinator Stacie Bishop at stacie.bishop@sdmts.com or (619) 557-4546.

MTS operates 95 bus routes and three Trolley lines on 53 miles of double-tracked railway. Every weekday more than 300,000 passenger trips are taken on MTS bus and Trolley services. MTS set a new record in FY 2015 with 96.7 million riders. For more information on how you can use public transportation and save money, go to www.sdmts.com.

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