



**Battling Childhood Obesity
PRSSA 2012 Bateman Case Study Timeline
(As of Nov. 1, 2011)**

- Tuesday, Aug. 23**.....Project Brief, Rules and Guidelines, Timeline and Intent-to-Enter form mailed to PRSSA Chapters.
- Monday, Nov. 7**Deadline to enter the competition. Intent-to-Enter form and entry fee must be received at:
PRSSA Headquarters
33 Maiden Lane, 11th Floor
New York, NY 10038-5150
- Monday, Nov. 7**Acknowledgement letter mailed to participating Chapters. If your team does not receive a letter by Nov. 14, contact PRSSA Headquarters at amy.ovsiew@prsa.org or (212) 460-1476. All information sent to teams will also be available online.
- Feb. 1–29**.....Campaign implementation. The implementation of the campaign plan (including any special events, media alerts, collateral distributions, websites, etc.) must happen in February. Failure to comply with this timeframe will result in disqualification.
- Thursday, March 29**.....Four complete copies of your entry due to PRSSA headquarters. Entries received after this deadline will be disqualified.
- Saturday/Sunday, April 21–22**.....Judges to select three finalists.
- Monday, April 23**.....The three finalist teams are notified by PRSSA. Results are posted to the PRSSA Web site and emailed to each participating team’s contact person.
- Monday, April 30**.....Score sheets mailed to each team’s contact person.
- May TBD**.....The finalist teams present their campaign to judges. First, second and third place teams will be notified.
- Monday, Oct. 15**.....Winning teams recognized during PRSSA Awards Ceremony and Dinner at the 2012 National Conference in San Francisco, Calif.