



**NEW YORK CITY DEPARTMENT OF HEALTH
AND MENTAL HYGIENE**
Thomas Farley, MD, MPH
Commissioner

NYC Condom Wrapper Design Contest: Frequently Asked Questions

What is the NYC Condom Distribution program?

The New York City Health Department has distributed free condoms since 1971, but the effort was relatively low-key until a few years ago, when we created the now-iconic NYC Condom. The Health Department now distributes more than 41 million condoms every year in 2,200 venues ranging from hospitals and social service agencies to bars, clubs and coffee houses. For more information on this groundbreaking effort, visit nyc.gov/condoms.



What is the NYC Condom Wrapper Design Contest?

To keep the condom campaign fresh, and reinforce the importance of safer sex, the Health Department is now planning a special limited edition of the NYC Condom. Any New York City resident (17 or older) can submit a design for the package between now and January 22. A panel of judges will evaluate the submissions and select several finalists from the entries. We hope to unveil the finalists in February. New Yorkers will then select a winner from among the finalists by casting votes online. The winning design will grace the wrapper of a special limited edition of the NYC Condom, which will be unveiled in the fall of 2010. It may also appear in our social marketing campaigns.

What should my artwork be about?

We're looking for designs that reflect New York City's distinctive culture and style while also promoting safer sex. We welcome innovation but won't accept explicit themes or images. All artwork must be original and must not include any copyrighted or trademarked images, such as the Empire State Building or the Statue of Liberty.

What size should my artwork be?

The winning image will have to fit on a surface just 2.3 inches (59 mm) square – too small an area for elaborate design schemes. Electronic entries should have a resolution of at least 300 dpi and an original size of at least 11.5 inches square. Hard copy entries should also be at least 11.5 inches square.

Will the winner get a prize?

No, the only reward in this contest is a chance to promote health and see your work in wide circulation. All entries become property of the Health Department. Besides appearing on condom packages, the winning design may be used in social marketing campaigns stressing the importance of safer sex.

Should my Artwork include the NYC Condom logo?

No, the Health Department may add the logo to the winning design at its discretion.

How many works of art can I submit?

We can accept only one entry per person (and per email address).

If you have other questions, please contact:

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