

**Advertising Futures Competition**, a component of Advertising Week 2008, united student teams from 25 New York City high schools in all five boroughs who participate in the **Virtual Enterprises program**, with the nation's top advertising agencies and the Ad Council to create an advertising campaign to combat teen reckless driving.

The agency-school teams noted below convened throughout September before presenting their work to a panel of advertising experts and an audience of their peers and supporters on Wednesday, September 24 at the New York Times Center.

School	Agency
STAR Academy	Arnold
In-Tech Academy	Avenue A
William Cullen Bryant HS	Avrett Free Ginsberg, Inc.
HS for Business & Computer Applications	BBDO
Jacqueline K Onassis HS	Clifford Freeman & Partners
Acad. for College Prep & Career Expl	Collins
Far Rockaway HS	Deutsch
HS for Teaching & the Professions	Draftfcb
Paul Robeson HS	Euro
Grace Dodge HS	Gardner Nelson & Partners
Fordham Leadership Academy	Gotham
HS for Arts & Business	Grey Global
HS for Arts, Imagination, & Inquiry	Hill   Holliday
Franklin K Lane HS	KBP
DeWitt Clinton HS	LOWE
Norman Thomas HS	McCann
Tottenville HS	Momentum
Sheepshead Bay HS	Ogilvy
Edward R Murrow HS	Publicis
Richmond Hill HS	Saatchi Saatchi
Art & Design HS	TBWA/CHIAT
HS for Arts & Technology	Tribal DDB
Hillcrest HS	Uniworld
Flushing HS	Vidal
New Dorp HS	Vigilante
Murry Bergtraum HS	Wunderman
Newcomers HS	Y&R

The winning campaigns will appear in *The New York Times* where the schools and agencies will be credited.

The ads will also be displayed at the headquarters of the New York City Department of Education.

...and the winners were:

- 1st Place – **William C. Bryant HS**, Queens
- 2<sup>nd</sup> Place – **Queens Vocational HS**, Queens
- 3<sup>rd</sup> Place – **InTech Academy**, Bronx

Congratulations to all who participated. VE extends a special thank you to the advertising agency mentors who worked with our very talented students!