

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**TUESDAY, FEBRUARY 11, 2025**

**CONTACT:**

[Josie Gereszek](mailto:jgereszek@save.org)

[jgereszek@save.org](mailto:jgereszek@save.org), 952-208-8488

Marketing and Communications Manager - [SAVE](https://www.save.org)

[keeptdigitallysafe.org](https://www.keeptdigitallysafe.org)



**SAVE - Suicide Awareness Voices of Education joins launch of global scholarship contest to design warning labels highlighting social media harms to youth**

BLOOMINGTON, Minn. — The KiDS: Keep It Digitally Safe Campaign, a coalition of organizations dedicated to making social media safer for youth, has officially launched a global scholarship contest to design creative and effective social media warning labels. The initiative seeks to raise awareness of the dangers youth face on unregulated platforms and encourage systemic change.

The campaign highlights the increasing risks of [cyberbullying](#), sextortion, sex trafficking, illegal drug sales, and [negative impacts on youth mental health](#), including elevated rates of [suicidal ideation](#) and suicide. With the slogan **“Every click has a cost. Label the risk,”** the contest invites participants worldwide to submit designs for warning labels raising awareness of these dangers.

Submissions open on February 13, 2025, at [keeptdigitallysafe.org](https://www.keeptdigitallysafe.org) and will close at 8 a.m. CST on Friday, April 18, 2025. Participants may enter individually or in teams of up to five members. Submissions can include artwork, slogans, videos, and other creative media. Winning entries will be awarded the following prizes:

- 1st Place: \$5,000 scholarship
- 2nd Place: \$3,000 scholarship
- 3rd Place: \$2,000 scholarship

**Partner organizations include:**

- Design It For Us
- Mothers Against Media Addiction
- American Youth Association
- Young People’s Alliance
- Ohio Suicide Prevention Foundation
- Matthew E. Minor Awareness Foundation
- Unite for Safe Social Media
- **SAVE - Suicide Awareness Voices of Education**
- Talk More. Tech Less.
- David’s Legacy Foundation
- Promise2Live
- Paving the Way Foundation

New partners will be added as the campaign progresses.

### **What KiDS partners are saying**

“Social media is a powerful tool, but it’s also an environment where risks to young people have outpaced protections. At SAVE, we’ve seen firsthand how online harms can impact mental health and contribute to suicidal ideation,” said Erich Mische, SAVE CEO. “We are proud to join this coalition to help amplify youth voices and create solutions prioritizing safety and well-being. The KiDS campaign is an important step toward systemic change to protect our children.”

SAVE is a 36-year-old Minnesota-based national nonprofit focused on suicide prevention. It has become a leader in advancing critical legislation to protect young people from the harms of social media through its support of state and national laws aimed at ensuring safe access while protecting youth from digital risks.

### **About the KiDS Campaign**

The KiDS: Keep It Digitally Safe Campaign is a global movement driven by organizations committed to creating safer digital environments for youth. Through public awareness, education, and advocacy, the campaign works toward comprehensive legislative solutions, including warning labels and age-appropriate design codes, to protect young people online. For more information, visit [keepitdigitallysafe.org](https://keepitdigitallysafe.org) or follow the campaign on [Instagram](#), [Facebook](#), [X](#) and [LinkedIn](#).