

THE FAMILY TRAVEL FORUM TEEN TRAVEL WRITING SCHOLARSHIP



Since its inception in 2007, the Family Travel Forum Teen Travel Writing Scholarship has encouraged literacy among 40,000+ teens competing to win cash stipends for school. For 2013, FTF welcomes the generous support of Travel Media Showcase, Cayman Islands Tourism, and CityPASS. We hope you will join us in the effort to “**Help keep teens moving Write along**” and grow the next generation of educated travelers!

In 2012, our sponsorship partners shared in this outreach to family travelers:

- ✓ 65,000 teens, parents, educators read about the FTF TTW Scholarship and sponsors
- ✓ 420,000+ e-newsletters were sent out May-August highlighting sponsors
- ✓ 250,000+ ad impressions on FTF site highlighted the TTW and sponsors
- ✓ 2.200,000+ Social media impressions via Twitter and Facebook

➤ **How It Works:**

The popular merit scholarship contest is open to students 13-18 enrolled in school or homeschooled programs in the U.S., Canada or an American school abroad. FamilyTravelForum.com’s editorial staff, as well as students, judges the submitted blogs. The professional travel journalists of the Society of American Travel Writers select a First, 2nd and 3rd Place award, as well as Best Video and Best Photography. Each of these students will receive cash grants. Also chosen is 25 Honorable Mention nominees who are awarded travel gifts. All winning work is published at MyFamilyTravels.com and PDF’s of it are often submitted by teens with college applications.

➤ **What to Write about:**

The 2013 scholarship asks teens to blog about the community they know best, where they live, or a place they identify with, and convince others to visit there.

➤ **FTF’s analysis of blogs reveals the latest in teen travel trends...**

- ✓ 54% of teens have traveled outside the United States by their 18th birthday
- ✓ 53% of applicants select “Vacation” as the purpose of their trip
- ✓ 11% select “Volunteering:” Teens flocked to New Orleans and Haiti after natural disasters
- ✓ Prize winning essays vary in style, from moving to inspiring or extremely funny

Teen Travel Writing Scholarship sponsors have included Homewood Suites by Hilton, National Geographic Kids, Rand McNally, Ripley’s Believe It or Not!, the Society of American Travel Writers and Universal Orlando Resort.

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