



2010 CHALLENGE OVERVIEW

FOR PUBLIC RELEASE AS OF NOVEMBER 2nd, 2009

TAGLINE: "Engineering Meets Medicine"

TEASER:

Can *FIRST*[®] LEGO[®] League Teams improve our quality of life? Through the 2010 Body Forward[™] Challenge, 9 to 14 year olds* will explore the cutting-edge world of Biomedical Engineering to discover innovative ways to repair injuries, overcome genetic predispositions, and maximize the body's potential, with the intended purpose of leading happier and healthier lives.

* ages 9 to 16 outside the US and Canada.

LOGO USAGE:

Multiple versions (1-color, 2-color and full color) of the logo, in .jpg and .eps formats, will be available for download from the [FLL Communications Resource Center](#) as of November 2nd, 2009. If you need a different version or format, contact [Courtney Hoppe](#).

Standards:

1. Use the logo in its entirety. You are allowed to pull design elements from the logo if the entire logo is pictured elsewhere on the same page.
2. Please use the full color version of the logo whenever possible, although 1- and 2-color versions are available to save on printing costs.
3. **Be sure to pair the Challenge logo with the FLL logo.** Otherwise it appears that "Body Forward" is the name of our organization, not *FIRST* LEGO League. Your efforts here will help increase awareness of the FLL brand!

TRADEMARK USAGE:

We are in the process of registering the name and logo for this Challenge with the United States Trademark Office. Please include a superscripted [™] symbol after your first use of Body Forward in a single document. Once our application is processed, we ask you to begin using a superscripted [®] symbol instead.

RESTRICTIONS:

None! The logo, tagline and teaser may be used freely as of November 2nd, 2009 -- in program books, on websites, etc. -- to begin promoting this Challenge.

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