



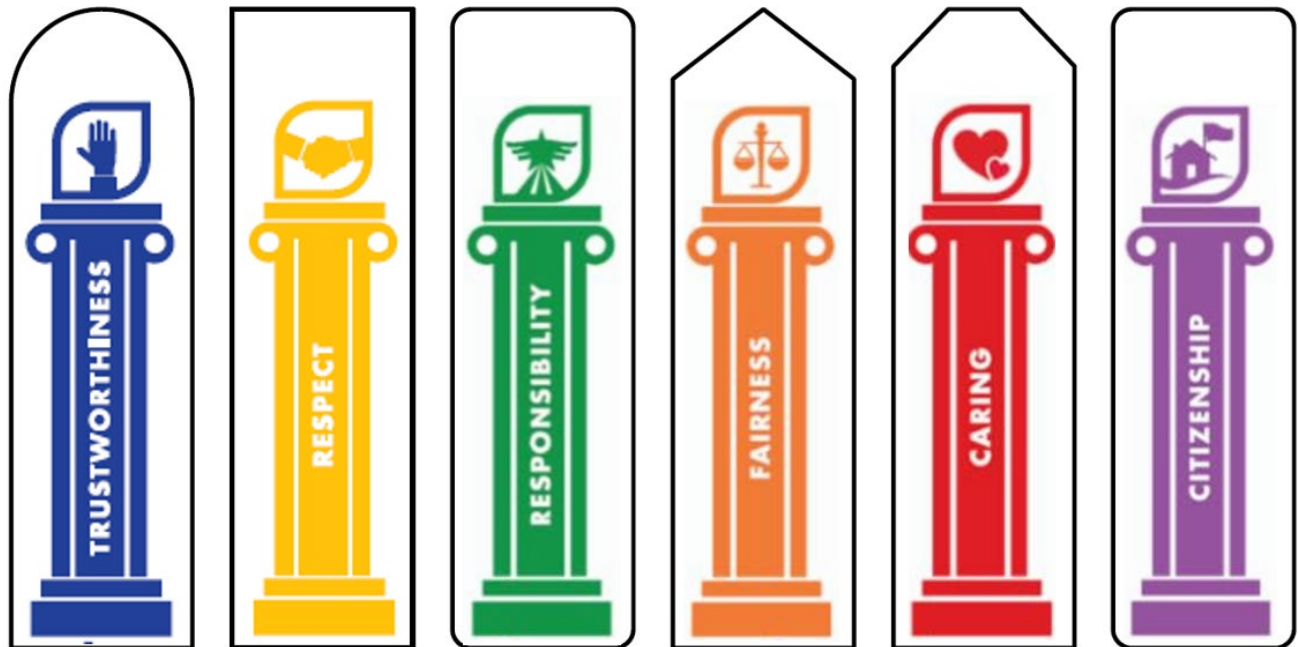
ARIZONA DEPARTMENT OF EDUCATION

&

CHARACTER COUNTS!®



2026 Bookmark Design Contest



Attention Arizona students! We're excited to announce our 2026 Bookmark Design Contest.

Theme



Design a bookmark that represents one or more of the Six Pillars of Character. This contest is open to all K-12 students.

Guidelines



- ★ Create an original, colorful design.
- ★ Include words, symbols, or images representing the character traits.
- ★ Ensure your design fits a bookmark-sized space.
- ★ Be creative and have fun showing what good character means to you!

TRUSTWORTHINESS * RESPECT * RESPONSIBILITY * FAIRNESS * CARING * CITIZENSHIP

How to Submit

Scan your artwork and email it to CharacterContest@azed.gov. Include:

- ★ Bookmark Title
- ★ Student's Name and Grade
- ★ Contact Information for the Submitting Teacher
- ★ School/District name

Submission Deadline

August 14, 2026

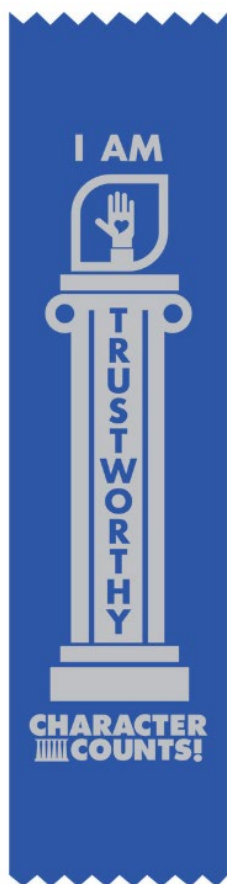
Winners Announced

August 28, 2026

Visit: <https://www.azed.gov/character-education>



First-, second-, and third-place winners will be notified by email (sent to submitting teachers). Winners, along with their teachers and parents, will be invited to the Arizona Department of Education to meet Superintendent of Public Instruction Tom Horne. Winners will also be featured on ADE social media and in the ADE Newsletter.



Winning designs will be professionally printed, and each winning student will receive 15 copies of their bookmark to share with friends and family.

This is your chance to inspire others through art and character—we can't wait to see your designs!

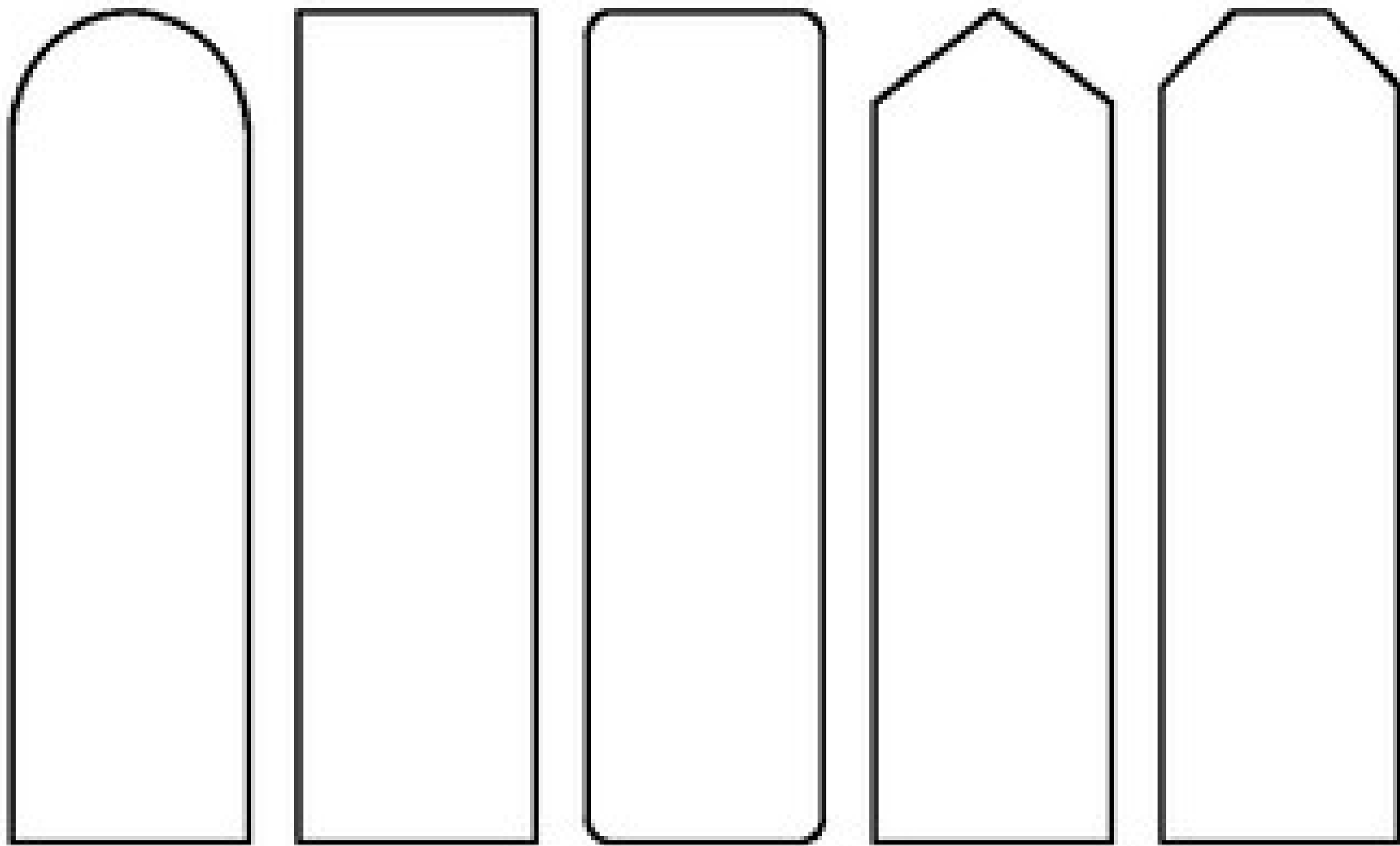


Disclaimer: By submitting an entry to this contest, participants grant permission for their submitted materials—including artwork, photographs, and any other content—to be used, reproduced, and published by the Arizona Department of Education. This includes, but is not limited to, display on official websites, social media platforms, promotional materials, and other public communications. Participants acknowledge that no compensation will be provided for such use, and that submissions may be edited or adapted for formatting or promotional purposes while maintaining the integrity of the original work.

The Six Pillars of Character is a trademark of the Josephson Institute. The Ray Center at Drake University is proud to be the home of CHARACTER COUNTS! CHARACTER COUNTS! and the Six Pillars of Character are trademarks of the Josephson Institute. To learn more about CHARACTER COUNTS! please visit CharacterCounts.org.

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DECORATE A BOOKMARK: Teachers can print out free bookmark templates or students can draw their own bookmarks on a piece of paper.



Character Counts Bookmark Contest Rubric

Score each category from 1–5 (5 = Excellent)

Category	Points	Criteria
Spelling & Grammar	/5	Correct spelling, punctuation, and grammar.
Visual Appeal	/5	Creative, colorful, neat, and eye-catching.
Character Counts! Pillars	/5	Clearly reflects one or more pillars (Trustworthiness, Respect, Responsibility, Fairness, Caring, Citizenship).
Message	/5	Positive, clear, and inspiring.
Originality	/5	Unique idea and design.
Total Score: ____ /25		