



6<sup>th</sup> February 2026

Dear Parent's / Carer's,

### Design a mascot competition

As part of our work for **Safer Internet Day**, we are exploring this year's theme: **“Smart Tech, Safe Choices – Exploring the safe and responsible use of AI.”**

To help children think creatively about how we can use technology safely and responsibly, we are launching a **whole-school Mascot Design Competition**. The mascot will represent our school's message about staying safe when using AI and other digital tools.

### **KS1 (Reception, Year 1 & Year 2)**

Children in KS1 are invited to design a **friendly mascot** that promotes safe and sensible use of technology.

They should also create a **short slogan** to go with their design, such as:

- “Think before you click”
- “Be kind online”
- “Ask an adult if you’re not sure”

### **KS2 (Years 3–6)**

Children in KS2 will design a mascot **and** include **three safety tips** that their character teaches. These might focus on:

- Making sensible choices online



Artsmark  
Silver Award  
Awarded by Arts  
Council England



SCHOOL  
MEMBER

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- Asking for help when unsure
- Protecting personal information
- Recognising trustworthy information
- Using AI responsibly

A winner will be chosen from **each key stage**, and both winners will receive a **special prize**.

Winning mascots will also be displayed in school to help promote safe and responsible use of technology throughout the year. Designs can be completed at home.

**Please return all entries by Friday 27<sup>th</sup> February.**

Make sure your child's name and class are written clearly on the back of their design.

This activity helps children understand how to stay safe online in a fun, creative way. It also encourages them to think about the role AI plays in their lives and how to make thoughtful, responsible choices when using technology.

Should you have any queries please feel free to contact the school on 0121 716 0444 or email [enquiry@colmersfarm.excelsiormat.org](mailto:enquiry@colmersfarm.excelsiormat.org).

Thank you for your continued support.

Yours sincerely,

**Mr Williams**  
**Headteacher**

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