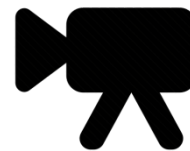
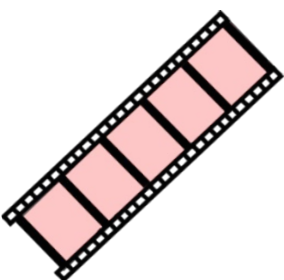


**BREATHE  
CALIFORNIA &  
CVS HEALTH  
PRESENTS...**

# "Be The First" PSA Contest

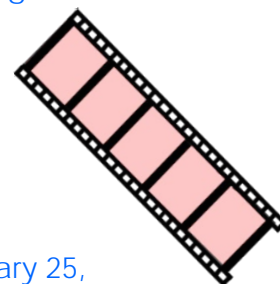


Breathe California Sacramento is looking for students in middle and high schools to make an original anti-tobacco/nicotine Public Service Announcement (PSA) around the theme of **"Be The First"**, or more specifically, What would it be like if your generation was the first to be tobacco-free?



Other suggested topics may include:

- E-cigarettes/vaping, hookah, cigarillos and any emerging form of tobacco
- Influence of smoking in movies
- Tobacco industry targeting of youth
- Flavored tobacco, including menthol
- Making healthy decisions about tobacco
- Secondhand smoke from any tobacco product



Winning PSA's will be featured at the Breathe Youth Media Awards on February 25, 2017 at the Elks Tower Ballroom in Sacramento. Winners will receive cash prizes and be entered into the Breathe CA Statewide PSA Contest.



(1<sup>st</sup> place winner: \$300; 2<sup>nd</sup> place winner: \$200; 3<sup>rd</sup> place winner: \$100)



## CONTEST INSTRUCTIONS

1. Must be in middle or high school to enter. Students may enter individually or as a team. Each team is required to assign a team leader to be the person of contact
2. Film a PSA that is either 30 seconds or 60 seconds in length with an anti-tobacco/nicotine message
3. Post your link/video to the Breathe CA Sacramento Facebook page (details below)
4. Email your video to [cmaytum@sacbreathe.org](mailto:cmaytum@sacbreathe.org) by January 30<sup>th</sup>, 2017
5. Attend the Breathe Youth Media Awards (Sacramento, CA) to see your PSA being featured.

## CONTEST TIMELINE

- Contest starts: October 5, 2016
- Submission Deadline: January 30<sup>th</sup>, 2017 @ 5 PM
- Sacramento Area Winners\* Announced: February 6<sup>th</sup>, 2017

\* Local winners will proceed on to the 'Be the First' statewide PSA contest

## RULES & GUIDELINES

1. All entries will be accepted until January 30<sup>th</sup>, 2017. Entries may be:
  - a. Posted as a video on our Breathe California Sacramento Emigrant Trails Facebook page - <https://www.facebook.com/breathesac/>
  - b. Emailed to [cmaytum@sacbreathe.org](mailto:cmaytum@sacbreathe.org)
  - c. Mailed or hand delivered to:  
Carol Maytum  
909 12<sup>th</sup> Street, #100  
Sacramento, CA 95814
2. Submission Guidelines:
  - a. 30 or 60 second video
  - b. Accepted formats: DVD, Email video file or link or Post as a Video to our Facebook Page <https://www.facebook.com/breathesac/>
  - c. All video submissions must include:
    - i. Name/Team leader's name
    - ii. School name
    - iii. Grade
    - iv. Title of PSA
3. All entries must be the original work of the participant(s). Entries must be accompanied by the hashtag #breathe
4. Entries with inappropriate language or imagery will be disqualified. Actual use of a tobacco product or vape is not allowed and will disqualify the video from the contest.
5. Contest participants grant Breathe California of Sacramento- Emigrant Trails the right to use their names, photographs and submissions for advertising, publicity and promotion purposes.
6. Entries will be judged on creativity, originality, clarity, impact, adherence to the theme and overall appeal.
7. By entering this contest, entrants agree to abide by these contest rules and guidelines and the decisions of our judges.
8. Please contact Carol Maytum at 916-444-5900 x206 or [cmaytum@sacbreathe.org](mailto:cmaytum@sacbreathe.org) for questions or additional information. Best of luck! And, have fun!

## PRESENTED BY

