



CALL FOR SUBMISSIONS



ANTI-TOBACCO VIDEO CONTEST



Myth: SMOKING FLAVORED CIGARILLOS...
YouTube, 2015



Sons of Anarchy Gets Smoked Out,
Ellen TV, 2014

Breathe California is looking for students in 6th - 12th grade to make an original anti-tobacco public service announcement (PSA) around such topics as:

- ★E-cigarettes/vaping, hookah, cigarillos and any emerging form of tobacco
- ★Influence of smoking in movies
- ★Making healthy decisions about tobacco
- ★Secondhand smoke from any tobacco product

Your PSA will be featured at The Hackademy Awards on February 27, 2016 at the Elks Tower Ballroom in Sacramento. Winners will be revealed at the Hackademy Awards and will receive gift cards and other cool prizes!

CONTEST INSTRUCTIONS

1. **Visit** our webpage and download the complete list of rules and guidelines
www.sacbreathe.org/hacks/psacontest
2. **Film** a PSA no less than 30 seconds and no longer than 5 minutes with an anti-tobacco/nicotine message
3. **Email** your video to fpimentel@sacbreathe.org
4. **Attend** the Hackademy Awards to see your video being featured and to learn if you won!

CONTEST STARTS: October 5, 2015 **SUBMISSION DEADLINE:** Friday
January 29, 2016 @ 5PM **WINNERS ANNOUNCED:** February 27, 2016

www.SacBreathe.org/hackademy

Presented by:



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About: Breathe California of Sacramento-Emigrant Trails is hosting its second annual anti-tobacco video contest. Winners will receive prizes and winning videos will be shown during the Hackademy Awards Ceremony on February 27, 2016, followed by an after-party with food, games, music and dancing.

ELIGIBILITY

1. Must be ages 10-18 or grades 6-12 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.

PRIZES

2. Contest winners will receive **gift cards and other cool prizes** at our Hackademy Awards Ceremony on Saturday, February 27, 6:30 pm at the Elks Tower Ballroom. Winning videos will be shown during the Hackademy Awards ceremony. The ceremony is followed by an after-party with food, entertainment, games, music and dancing

RULES & GUIDELINES

3. All entries will be accepted until 5:00 pm on Friday, January 29, 2016. Entries may be:
 - a. Posted as a video on our Breathe California of Sacramento-Emigrant Trails Facebook page
 - b. Emailed to Frances Pimentel, fpimentel@sacbreathe.org
 - c. Or mailed or hand delivered to:
 Frances Pimentel – PSA Contest
 Breathe California of Sacramento-Emigrant Trails
 909 12th St. #100
 Sacramento, CA 95814
4. Suggested themes
 - a. Influence of smoking in movies
 - b. Electronic cigarettes, vaping, hookah, cigarillos, and any other emerging form of tobacco
 - c. Making healthy decisions about tobacco
 - d. Secondhand smoke from any tobacco product (cigarillos, e-cigarettes, cigars, hookah, cigarettes, etc.)
5. Submission Guidelines:
 - a. Up to 5 minute video
 - b. Accepted formats: DVD, Email video file or link or Post as a Video to our Facebook Page (Breathe California of Sacramento-Emigrant Trails)
 - c. All video submissions must include:
 - i. Name/Team leader's name
 - ii. School name
 - iii. Grade
 - iv. Title of PSA

6. All entries must be the original work of the participant(s).
7. Contest participants grant Breathe California of Sacramento- Emigrant Trails the right to use their names, photographs and submissions for advertising, publicity and promotion purposes.
8. Entries will be judged on creativity, originality, clarity, adherence to the theme and overall appeal. There will be 1st, and 2nd place winners in the following categories for both high school and middle school:
 - a. Comedy
 - b. Drama
9. Winners will be revealed at the Hackademy Awards on February 27. All contest participants will have their video featured at the event, regardless of how it placed in the contest.
10. By entering this contest, entrants agree to abide by these contest rules and guidelines and the decisions of our Youth Advisory Board judges.
11. Please contact Frances Pimentel at fpimentel@sacbreathe.org or 916-444-5900 x 212 for questions or additional information. **Best of luck! And, have fun!**

To see last year's winners, please visit: <http://www.sacbreathe.org/Hacks/psacontest.html>