



# 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](http://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](mailto: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](http://www.SacBreathe.org/hackademy)

Presented by:



**BREATHE  
CALIFORNIA**  
of Sacramento-Emigrant Trails  
The Clean Air and Healthy Lungs People  
Since 1917



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