

CALL FOR SUBMISSIONS

ANTI-TOBACCO VIDEO CONTEST



The Durrie Buster, YouTube, 2012



Mad Men Without Cigarettes,
Ellen TV, 2013

About: Breathe California of Sacramento-Emigrant Trails is hosting its first annual anti-tobacco video contest. Winners will receive prizes and winning videos will be shown during the Hackademy Awards Ceremony on February 21, 2015, followed by an after-party with food, games, music and dancing.

ELIGIBILITY

1. Must be ages 13-18 or grades 7-12 to enter. Students may enter individually or as a team of up to 4 members per entry. 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 21, 5:30 pm at the Sacramento Turn Verein. 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 23, 2015. Entries may be:
 - a. Posted as a video on our Breathe California of Sacramento-Emigrant Trails Facebook page
 - b. Emailed to Renata Atayeva, ratayeva@sacbreathe.org
 - c. Or, mailed or hand delivered to:
Renata Atayeva – PSA Contest
Breathe California of Sacramento-Emigrant Trails
909 12th St. #100
Sacramento, CA 95814
4. Suggested themes
 - a. Smoke-free movies
 - b. Electronic cigarettes and/or vaping
 - c. Making healthy decisions about tobacco
 - d. Secondhand smoke
5. Submission Guidelines:
 - a. 1 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, 2nd and 3rd place winners in three categories:
 - a. Comedy
 - b. Drama
 - c. Animation
9. Winner will be notified on Monday February 16 via email, phone and as posts on our social media channels.
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 Renata Atayeva at ratayeva@sacbreathe.org or 916-444-5900 x 218 for questions or additional information. **Best of luck! And, have fun!**