

BE BOTHERED MOVEMENT VIDEO CHALLENGE 2019 OFFICIAL RULES
VOID WHERE PROHIBITED. NO PURCHASE NECESSARY.

1. Eligibility: Contest limited to youth ages 13-20 who are residents of Sacramento County, California, USA, whose parent or legal guardian has consented to their participation in the contest.

2. Timing:

- a. Entry submission period July 1, 2019 through July 31, 2019. Contest ends 11:59 p.m. PST on July 31, 2019.
- b. Judging: On or before **Tuesday, August 13, 2019**, all eligible entries will be judged by the Be Bothered Movement contest committee to determine 4 winners, first place and second place in the age 13-15 range and first place and second place in the age 16-20 range.
- c. Winner announcement: The winners will be announced by **Tuesday, August 20, 2019** via Instagram. Finalists will be notified by email.

3. Contest description: Youth ages 13-20 who are residents of Sacramento County, California, USA can enter an underage drinking prevention video for a chance to win \$500 or \$300 and to have their video featured as part of the Be Bothered Movement. For participants to officially qualify, participants must be eligible as described in section 1 above, submit their entry during the entry submission period described in section 2 above, and follow submission guidelines below:

- a. Before you begin, complete and submit the contest entry form
- b. Like the Instagram page @_bebothered
- c. If your account is set to private, accept the follow request from @_bebothered. Note: if your account is set to private and you have not accepted our follow request, we won't be able to see your video.
- d. Create a 30-60 second video that you think will stop or prevent youth under the age of 21 from drinking alcohol or using marijuana. What would change your mind about drinking/using marijuana or support your decision to not drink/use marijuana? (See section 5 below for additional information.)
- e. Post your video to Instagram. Tag @_bebothered and use the hashtag #bebotheredmovement. Tag TWO other friends.

4. Additional rules:

- a. Video must be focused on preventing youth under age 21 from drinking alcohol or using marijuana.
- b. Everyone shown in the video has given the participant written permission to include them. Note: everyone appearing in winning videos will need to sign a release form.
- c. Video includes participant's own ideas and work.
- d. Video does NOT include nudity, portrayals of nudity, graphic language, and consumption of actual alcohol or marijuana by minors.
- e. Any music or sounds in my video are either original or participant has received proper permission to use them.

5. Determination of winners: All Entry Videos will be first screened to ensure they meet the entry criteria. Four winners will be chosen, first and second place in the 13-15 age group and first and second place in the 16-20 age group. Winners will be chosen by the Be Bothered Movement contest committee based on: clearly showing how drinking or using marijuana under the age of 21 is harmful and/or how youth can be supported in making healthy choices. Winning a prize is contingent upon verification of eligibility and continued compliance with these official rules. All winners will need to submit a Consent and Release form, which the parent/legal guardian of the winner and anyone appearing in the video will be required to sign.

6. Prizes: Four cash prizes: First Place age 13-15: \$500, Second Place age 13-15: \$300, First Place age 16-20: \$500, Second Place age 16-20: \$300. awarded as checks at a Be Bothered Movement meeting on **Tuesday, September 17, 2019**. Applicant must be present at the meeting to receive the check. By claiming the prize, the winners grant the Sponsor the right to use the winning videos in messaging campaign materials for the Be Bothered Movement.

Sponsor: Center for Collaborative Planning, Public Health Institute, 1540 River Park Drive, Suite 209, Sacramento, CA 95815.