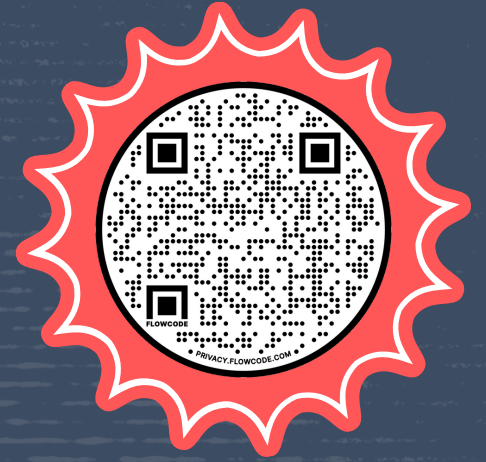


READY. SET. RECORD.



PROJECT RULES

- Participants must be Arkansas students in grades 7-12.
- Videos must be created and produced by a team of six students or less.
- All videos must be between 30-60 seconds in length and include a three-second tag at the end for Project Prevent. The preferred tag is, "For more information, follow Project Prevent on Facebook and Instagram @ProjectPreventAR." Please make sure your video is the correct length of time. For example, a video less than 30 seconds or longer than 60 seconds will be disqualified.
- Any video that portrays overt violence, vandalism, appearance or use of any real tobacco/nicotine products, including smokeless tobacco, a real cigarette or e-cigarette, or any illicit activity, will be disqualified. **NEVER** use a real tobacco product or its container (empty pack of cigarettes, dip can, etc.). We never want these products in the hands of our youth in any way!
- All entries must be submitted at ProjectPreventAR.org by **Friday, January 12, 2024.**

ADDITIONAL INFORMATION

- Please pay close attention to the contest rules. If you use statistics, please make sure they are current. For a list of trusted websites and resources, visit ProjectPreventAR.org/resources/links.
- A team of third-party judges will review submissions based on the following criteria: creativity, effectiveness/accuracy of message, ethics and quality of talent.
- The finalists will be announced on Project Prevent's Facebook and Instagram on **January 26, 2024.** Awards will be presented at the Ready. Set. Record. Film Festival in February. All participants are encouraged to attend the Film Festival. More details will be shared in January 2024.
- To stay up-to-date with activities and future events from Project Prevent, follow us on Facebook and Instagram @ProjectPreventAR.

**PROJECT
PREVENT**
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VIDEO THEME



Enter a video this year and *Be A Game Changer!* Students in grades 7-12 can participate in **Ready. Set. Record.** by creating a 30 to 60 second video addressing at least one of the following topics:

- Demonstrate how you can be a Game Changer among your friends, family or people in your community to help them quit smoking and share credible resources for quitting.
- Encourage young people to live healthy lives by never using tobacco or nicotine products like vapes or dip.
- Demonstrate how you can Change the Game around tobacco and nicotine use by living tobacco- and nicotine-free and encouraging them to do the same.

Students will compete for first, second or third places in the Beginner, Intermediate and Advanced categories. Winning videos must meet all the rules and include a tag at the end for Project Prevent. Each member on a winning team will receive an award and special gift.

AWARDS

BEGINNER

1ST PLACE
2ND PLACE
3RD PLACE

INTERMEDIATE

1ST PLACE
2ND PLACE
3RD PLACE

ADVANCED

1ST PLACE
2ND PLACE
3RD PLACE

Teams may choose which category to enter. Below are suggested guidelines for choosing a category:

- Beginner teams consist of students entering a video for the first time.
- Intermediate teams consist of students who have entered a video once before.
- Advanced teams consist of students who have entered a video for multiple years.

For more information and how to enter, visit:
ProjectPreventAR.org/what-we-do/ready-set-record

**SUBMISSIONS ACCEPTED
SEPTEMBER 5, 2023 TO
JANUARY 12, 2024**

