



Veggies Go Viral Video Contest

Whatcom Farm-to-School and the [Pickford Film Center](#) invite Whatcom County middle and high school students to participate in the **Veggies Go Viral Video Contest**. The challenge is to create a short video (approximately 30 seconds) that will motivate students to make healthy choices in the cafeteria and/or try the Harvest of the Month meals offered at their schools.

The nitty-gritty:

- Entrants must be in middle or high school in Whatcom County. Classes, families, or groups of friends are welcome to work together.
- The video should be a minimum of 30 seconds and a maximum of one minute.
- Videos must be uploaded onto YouTube and release forms submitted by **5:00 pm, Dec. 14th, 2012**. Instructions on how to upload found at whatcomfarmtoschool.org/?p=3050

Here's how it works:

- What are you waiting for? Get out there and start filming!
- Fill out the online submission form found at www.whatcomfarmtoschool.org, where you will also find instructions on how to upload your video.
- Have every person appearing in the video fill out a Contest Release Form. People under age 18 will need a parent/guardian signature.
- The Submission Form and Contest Release Form(s) can be submitted electronically, or printed and mailed to:
Whatcom Community Foundation
119 Grand Ave., Suite A
Bellingham, WA 98225
Attention: Video Contest
- Claim your Prize! Prizes will be awarded based on the following criteria:
 - Quality of the idea (including creativity and originality);
 - Implementation of the idea (including video quality); and
 - Potential impact on healthy eating habits.

Important Note: Videos must not contain material that is indecent, or promotes harm or discrimination towards another person or group of people.

Prizes:

- First prize = \$100 and a showing at the Pickford Film Center
- Second prize = \$50 and showing at Reel Food Film Fest events
- Third prize = \$25 and showing at Reel Food Film Fest events
- Runners up will receive great gift certificates.



Questions? Contact Priscilla Brotherton at: brothertonwf2s@gmail.com