

# PROMOTE WV CHIP VIDEO CONTEST RULES

## ELIGIBILITY:

- NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN
- Students must have a parent's or guardian's permission to enter the contest.
- The Promote WVCHIP Video Contest is open only to legal U.S. residents who attend middle school or high school in the state of West Virginia and to school or youth groups serving middle school or high school youth. Participants are ineligible if directly related to the panel of judges for the contest.
- **Videos must be planned, filmed, and produced by youth. No adult entries are permitted!**
- By participating, entrants agree to abide by these Contestant Rules. WV Healthy Kids and Families Coalition reserves the right (but is not obligated) to verify eligibility qualifications of any entrant or winner.
- Registration materials may be found at West Virginia Healthy Kids website <http://www.wvhealthykids.org/chipvideo.htm>.
- Contestants under 18 must download and return by mail or fax a signed parent release form found at the online registration website.
- Prize winners are responsible for determining what, if any, local tax laws or other laws apply to their winnings and winners agree to abide by those laws.
- By allowing her/his child to enter the contest, a parent acknowledges the nature of the Internet and agrees to ensure that appropriate safety precautions are taken.

## CONTEST RULES:

- Each participant or group may submit up to two (2) entries. All submissions must be received by December 15, 2011, 11:59 p.m. Eastern Standard Time. **Late entries will not be accepted.**
- All submissions must be original work of the student(s) and/or group.
- All videos submitted become the property of West Virginia Counsel of Churches.

- The West Virginia Council of Churches, its member bodies, directors, and staff are not responsible for printing errors; inaccurate, forged, incomplete, stolen, lost, illegible, mutilated, tampered with, postage-due, misdirected, delayed or late entries; each of which will be disqualified. The West Virginia Council of Churches, its member bodies, directors, staff, and any Internet access or service providers are not responsible for incorrect or inaccurate entry of entry information, human error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any Internet network, computer equipment, software or any combination thereof, inability to access Web sites, or damage to a user's computer system (hardware or software) due to participation in this Contest. Void where prohibited by law and subject to all applicable federal, state and local laws and regulations.
- Entries will not be returned or acknowledged. Entrants agree that the West Virginia Council of Churches, its member bodies, directors, and staff shall not be liable for injury, loss or damage of any kind resulting from participating in this promotion or from the acceptance or use of any prize awarded or activity related hereto. By entering this contest, entrants agree to be bound by these official rules and consent to the use of their name, city and state of residence, likeness and/or photograph for promotional purposes online and off-line, including public appearances, without additional compensation, unless prohibited by law. If the judges determine, in their sole discretion, that there is any suspected or actual electronic tampering with the contest or if technical difficulties compromise the integrity of the contest or if any non-compliance with the rules has occurred, the judges reserve the right to void the entries at issue and/or terminate the contest. Any attempt to deliberately damage the content or operation of this contest is unlawful and subject to legal action by the West Virginia Council of Churches or its agents. The West Virginia Council of Churches reserves the right to amend competition rules or change competition rules at any time without notice in efforts of improving the success of the contest.
- Prizes for individual entries are as follows: 1<sup>st</sup> Place – \$200 Amazon.com gift card; 2<sup>nd</sup> Place - \$100 Amazon.com gift card; 3<sup>rd</sup> Place - \$ 75 Amazon.com gift card; 4<sup>th</sup> Place - \$ 50 Amazon.com gift card. Another gift card may be substituted if deemed necessary by the contest sponsor.
- Prizes for the group entries will be awarded to the sponsoring group in the following amounts: 1<sup>st</sup> Place - \$300; 2<sup>nd</sup> Place - \$200; 3<sup>rd</sup> Place - \$100.

## **HOW TO ENTER:**

Visit [www.wvhealthykids.org/chipvideo.htm](http://www.wvhealthykids.org/chipvideo.htm) to print Release form and upload your contest video. Once your Video is uploaded, fax or mail in your Release form.

## VIDEO CRITERIA:

All videos must:

- Include full name and title of video stated at beginning.
- Be 30-90 seconds long.
- Be sure to mention the WVCHIP website, [www.chip.wv.gov](http://www.chip.wv.gov).
- Be received by the West Virginia Healthy Kids and Families Coalition by the deadline.
- Must promote one or more of the services of West Virginia Children's Health Insurance Program (WV CHIP) and encourage eligible youth to enroll in WV CHIP. WV CHIP services include: doctor visits, check-ups, hospital visits, immunizations, prescriptions, tests and x-rays, dental care, vision care, emergency care, mental health, diabetic supplies, urgent care or after hour clinic visits, and case management for special needs, as well as other services.
- Must be appropriate for a family orientated contest
- Personal information, such as last name, street address, city or town, should **not** be included in the video.

Videos will be judged primarily, but not exclusively, on the following criteria:

- Creativity
- Message clarity and relevance
- Technical quality
- Overall impact

## **SOME BACKGROUND:**

### **West Virginia Healthy Kids and Families Coalition**

The West Virginia Healthy Kids and Families Coalition, a project of the West Virginia Council of Churches, is made up of individuals, private organizations, and state agencies working to improve the health of children and families in West Virginia. The Coalition provides a forum for diverse organizations to discuss, coordinate and collaborate on issues that improve the health and well-being of West Virginia children.

### **West Virginia Children's Health Insurance Program (WVCHIP)**

WVCHIP was created to help working families who do not have health insurance for their children. The mission of the West Virginia Children's Health Insurance Agency is to provide quality health insurance to eligible children in a cost-effective manner and to strive for a health care system in which all West Virginia children have access to health care coverage. To learn more about WV CHIP visit [www.chip.wv.gov](http://www.chip.wv.gov).

**For more information, please contact**

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