



Canadian Red Cross Pink Day Film Festival 2017

The Canadian Red Cross will host its third annual Pink Day Film Festival in 2017. This year's festival will be held on Feb. 22.

While it is the third year of the event, there will be a new format for the event. This year's event will be a showcase of as many of the videos created by Manitoba and Nunavut schools, instead of a competition.

The other big change is that this year's format will focus on creating bullying prevention ads that are 30 to 60 seconds in length. Also, the video ads will feature this year's theme of #HeroesAssemble, which highlights individuals and groups in schools and communities that make a positive difference by promoting respect, kindness and bullying prevention.

Details on how to create and submit videos are below.

The Canadian Red Cross looks forward to celebrating the incredible video creations of student filmmakers throughout Manitoba and Nunavut. As part of that celebration, the Red Cross wants school to join us for the live Film Festival on Feb. 22, either in-person in Winnipeg or via the Internet.

If your school wants to take part either by coming to the Film Festival or by being one of the schools that participates through live webstreaming, there is information below on how to join the celebration.

Details for creating and submitting video ads:

- 1) Any student, kindergarten to Grade 12, from any school in Manitoba and Nunavut, can participate.
- 2) Put together your team, create a script of 30 to 60 seconds in length. Make sure it is visually captivating at the beginning, as many videos online are first watched without sound. This way, it will get people's attention.
- 3) The video must follow one of three themes:
 - a) What advice would you give to a kindergarten student about preventing bullying?
 - b) Profile a bullying prevention hero in your community.
 - c) Share a message of hope for someone being bullied.
- 4) Submission deadline: Feb. 15, 2017.
- 5) Complete a submission form and signed information release forms for each individual pictured in the video ad (a copy of each form is attached) and email the completed paperwork to MB.RespectED@redcross.ca.
- 6) After submitting your forms, details will be sent on how to send your video ad to the Red Cross.



- 7) Remember you cannot use any copyrighted music, as the Red Cross will be posting these videos on YouTube. YouTube does not permit the use of copyrighted music, which includes popular songs, and will take these videos down.
- 8) After the videos are posted to YouTube, we will encourage people to watch all of them.
- 9) All students involved in creating videos will receive a certificate of recognition.

Details on being a part of the Film Festival celebration:

- 1) If some students of your school want to attend, send the names, grades, and if applicable, commercial title associated with the attendees from your school to MB.RespectED@redcross.ca by Feb. 15, 2017. Due to limited seating, we will confirm your attendance.
- 2) Attendees will arrive at the event at 10 a.m. The Film Festival will begin at 10:30 a.m. and end by Noon.
- 3) The Film Festival will be held in Winnipeg and the official venue will be announced in the coming weeks.
- 4) If your school wants to join in the event from your community, via live webstreaming, please email the Red Cross by Feb. 1, 2017, MB.RespectED@redcross.ca, to confirm your participation. Participation will require a good Internet connection and a computer with a webcam.
- 5) We also encourage all schools to purchase their Pink Day T-shirts before Feb. 1, 2017 to be a part of the event. Ordering will be available after Nov. 17, 2016 at www.redcross.ca/PinkMB.

We look forward to having you and your students join us for this incredible celebration of respect and kindness.

Red Cross Pink Day Film Festival: Commercial Submission Form



Deadline for submission:
Feb. 15, 2017.

Rules:

- 1. Video ads must be between 30 and 60 seconds
- 2. Videos cannot use any copyrighted music, as the Red Cross will be posting these videos on YouTube. YouTube does not permit the use of copyrighted music, which includes popular songs, and will take these videos down.
- 3. Video ads must address one of the following options:
 - a. What advice would you give to a kindergarten student about preventing bullying?
 - b. Profile a bullying prevention hero in your community.
 - c. Share a message of hope for someone being bullied.

Instructions: Send this completed form, along signed information release forms for each individual pictured in the video to MB.RespectED@redcross.ca.

Once the Red Cross receives and processes your submission form and information release forms, details about how to upload your commercial will be sent.

Please fill out all fields

Title of video: _____

School: _____

Name of main contact: _____

Phone number of main contact _____

Email of main contact: _____

Brief synopsis of video ad: _____

Names of the people who appear in the video ad: _____

Names of the people not appearing in the video who were also involved in its creation: _____

INFORMATION RELEASE



Name of person photographed, recorded or interviewed

Date

Address, city, province and postal code

Email and phone number

I have read and understand this waiver.

Signature

CONSENT OF PARENT OR LEGAL GUARDIAN IF ABOVE INDIVIDUAL IS A MINOR

I consent and agree, individually and as a parent or legal guardian of the minor named above, to the foregoing terms and provisions.

Signature | Printed name and relationship

Date

Producer, writer or photographer

Event, location and caption

I give to The Canadian Red Cross Society (“the Society”), its employees, volunteers, agents and assigns, unlimited permission to use, publish and republish in any form or media, now and in the future (tick all that apply),

- My name or other information about the Society’s work with me,
- reproductions of my likeness in photos, videos, web, etc. and/or
- my voice,

collectively the “Information,” in Canada and abroad, in forms including, but not limited to, websites, newsletters, posters, public marketing materials and historical archives, for the purposes of fundraising, reporting or promoting the Society’s activities, in accordance with the Society’s mission. I waive any rights to inspect or approve the final materials. I agree that I shall have no claim against the Society or against anyone using the Information.

If you want to change or withdraw your permission for use of your photo or information, please call **613-740-1994** or email us at **info@redcross.ca**. If you want more information about the Society’s treatment of personal information, please read our Privacy Policy, available at **www.redcross.ca**.