

TAKE 5! motivate me

MEDIA
CHALLENGE



Calling all Canadian girls and young women! Got something to say about the importance of sport and physical activity in reducing tobacco use? The Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS) wants to hear from you. Share your thoughts about how your teachers, coaches and parents can motivate you to get active and stay smoke-free with the Take 5! "Motivate Me!" Media Challenge. Express yourself in one of three ways:

1. VIDEO

Create a two-minute public service announcement that demonstrates how girls and young women feel about sport, physical activity and healthy lifestyles as motivators against using tobacco. Not a filmmaker? Stress not: Use the video option on your digital camera or cell phone to make your two-minute movie.

2. AUDIO

Create a two-minute interview clip with a group of girls or young women engaged in physical activity, whether a sport, dance or fitness program. Get their feedback on what motivates them to stay healthy and smoke-free. Up the inspiration by asking them to share their favourite motivational quotes or stories.

3. POSTER

Create an informative poster that promotes female sport and physical activity leaders in your community as examples of motivational women who are engaged in healthy, active lives without resorting to tobacco use. Jazz it up by using photos of these role models or try your hand at drawing their portraits.

Let your creativity run wild: Selected submissions will be featured on the CAAWS website!

Prizes will be awarded to support the purchase of new sporting equipment.

SUBMISSION GUIDELINES:

- **Eligibility:** To be eligible, female participants must be between the ages of 8-17, living in a Canadian province or territory. One entry per participant only. Group submissions accepted.
- **Originality:** Entries should be original and unaided. Please do not copy another person's work.
- **Acceptable Formats:**
 - **VIDEO:** Videos must be submitted as AVI (.avi) or MOV (.mov) files at medium resolution (640x360) and must not exceed 70 MBs.
 - **AUDIO:** Interviews must be submitted as MP3 (.mp3) audio files and must not exceed 10 MBs.
 - **POSTER:** Posters must be submitted as PDF (.pdf) files at high resolution (at least 300 DPI) and must not exceed 30 MBs.
- **DEADLINE:** The closing date for submissions is April 23, 2010 at 4:00 p.m. (EST). Entries must be uploaded online at www.caaws.ca/activeandfree/e/contest and include:
 - The original video, audio clip or poster;
 - A completed release form (AVAILABLE ONLINE);
 - A completed participant entry form (AVAILABLE ONLINE).

DISCLAIMERS:

- All entries will be approved by CAAWS for appropriate content prior to use. CAAWS cannot display submissions that are explicitly violent, discriminatory or otherwise negative in content.
- Submissions may be modified for web posting. CAAWS is not responsible for any losses or misrepresentations of submitted work.
- Personal information collected by CAAWS about participants will not be used for any other purpose or disclosed to any third party. (Online credits will only include the first name and hometown of participants.)
- CAAWS decision on selections for web posting is final.

ABOUT CAAWS

The Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS) is a national non-profit organization dedicated to creating an equitable sport and physical activity system in which girls and women are actively engaged as participants and leaders. CAAWS provides a number of services, programs and resources to a variety of clients, including sport and physical activity organizations, teachers, coaches, health professionals and recreation leaders. CAAWS works in close co-operation with government and non-government organizations on activities and initiatives that advocate for positive change for girls and women in sport and physical activity in Canada. For more information, please visit www.caaws.ca.

ABOUT TAKE 5!

Take 5! is an educational resource published by CAAWS that guides coaches, teachers, physical activity leaders and parents in having conversations with girls and young women about physical activity as it relates to tobacco prevention and cessation. As a complement to its Take 5! materials, CAAWS is hosting a media challenge for female youth in order to better reflect the diverse voice of Canada's young women and give them the opportunity to express themselves creatively through a national website. Take 5! is a component of CAAWS' Active & Free initiative.



Active&Free

*Young women, physical activity
and tobacco*