

# #spreadinfonotcovid

Keep Minnesota healthy and win \$500! Submit your 30-60 second video message engaging young folks to help reduce the spread of COVID-19. The **#spreadinfonotcovid** video challenge encourages BIPOC (Black, Indigenous and People of Color) and other young folks to help reduce the spread of COVID-19. Must be between the ages of 18-25 (on date of submission) and live in the State of Minnesota.

Participants are encouraged to use comedy, visual arts, music, drama, dance or other creative messaging. The goal is to promote COVID-19 safety procedures such as wearing a mask, hand washing, and social distancing. Four winners will be announced by December 11th, 2020 and receive a \$500 Visa gift card. The #spreadinfonotcovid video challenge is brought to you by TPT NOW, NewPublica and the Minnesota Department of Health.

## To enter

- Must be between the ages of 18-25 (on date of submission)
- Live in the State of Minnesota
- Create a 30-60 video on your phone to convince young people to practice COVID safety
- Click this link for the submission page <http://bit.ly/spreadinfonotcovid>
- Enter all required information
- Upload your video in MP4/.MOV Format
- Entries will be evaluated on accuracy and creativity

**Video challenge will begin on 10/23/2020 and End 11/30/2020.**

Four Winners will be selected on **12/04/2020** and notified by **12/11/2020**.

If chosen, winners must be available to discuss social media campaign strategies (creating hashtags, when to post, giving input on video editing, etc.)