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VAN SINGEL
FINE ARTS CENTER

Judges



Meijer Great Choices
c/o Van Singel Fine Arts Center
8500 Burlingame SW
Byron Center, MI 49315
Administrative: 616.878.6801
Fax: 616.878.6820

www.meijergreatchoices.com

Michigan students helping Michigan schools
● Build Character ● Celebrate Diversity ● Promote Healthy Living

MEIJER GREAT CHOICES FILM FESTIVAL HIGH SCHOOL STUDENT COMPETITION SCHEDULE & DEADLINE

More than \$20,000 in cash prizes available for Michigan
High School Students and Film Makers from
The Meijer Great Choices Student Film Festival

Deadline: February 10, 2017

GET STARTED ON YOUR PSA's NOW! now– February 10, 2017 PSA's accepted for competition by Michigan High School students. All material must be copyright free, original and relate to character, health or diversity. (Be careful about showing items with brand names – *see rules which are available at www.meijergreatchoices.com*.) Please be sure to select the correct category in which your PSA should be placed. Talent release forms, registration form and registration fee must be submitted with DVD. **Please be sure to give your PSA a title/name.**

NEW THIS YEAR! Fill out the on-line registration form, print off the form and send the printed form along with your PSA on a DVD, registration fee, and all talent release forms if applicable.

SAVE \$5 PER ENTRY! Early Entry Discount Deadline, January 19, 2017: Entry fee is \$5 per PSA entry and registration/fees are postmarked and mailed by January 19, 2017 to qualify for the early entry fee.

FINAL ENTRY DEADLINE, FEBRUARY 10, 2017: Entry fee is \$10 per entry if DVD is postmarked and mailed by **February 10, 2017**. ***Copies of registration forms and payment must be postmarked by the above dates in order to qualify.*** Entry fees must accompany registration materials to qualify. Entries postmarked after February 10 will not be accepted. We are sorry but we can not invoice a school for the entry fees. Acceptable payments: Visa, MasterCard, Discover, Check, Cash.

All submissions be uploaded to the approved Google Shared Drive (acquired by contacting (kathyrichards@bcpsk12.net) and mailed with copy of on-line application, entry fee and talent release forms and any other important documents to: "Meijer Great Choices Film Festival" c/o Van Singel Fine Arts Center, 8500 Burlingame SW, Byron Center, MI 49315

March-April 2017 Judging by college film students from Compass College of Cinematic Arts, Cornerstone University, Ferris State University, Grand Valley State University and Western Michigan University, festival staff and Legacy Partners.

Judging will separate PSA's first by target audience, then by Great Choices categories of Character, Health, and Diversity. The judges reserve the right to move an entry to a more appropriate category. Entries will be narrowed to the top ten for each Great Choice categories for a total of sixty semifinalists.* (The judges reserve the right to reduce the number of semifinalists/finalists by category pending adequate number of entries.)

May, 2017 The semifinalists will be notified via a letter, email and invitation to the Festival Event scheduled on a Saturday in June 4, 2016 in Grand Rapids.

Top ten finalists and their families for each audience and category will be invited:

- Top 10 PSA's (:30) promoting healthy lifestyles targeted for grades K-6*
- Top 10 PSA's (:30) celebrating diversity, targeted for grades K-6*
- Top 10 PSA's (:30) building character, targeted for grades K-6*
- Top 10 PSA's (:30) promoting healthy lifestyles targeted for grades 7-12*
- Top 10 PSA's (:30) celebrating diversity, targeted for grades 7-12*
- Top 10 PSA's (:30) building character targeted for grades 7-12*

Six 1st place awards of \$1,500 each, six 2nd place awards of \$1,000, and six 3rd place awards of \$500 and 42 finalists (4th-10th place) will receive \$75. Winners will be announced at the June, 2016 Awards Ceremony.

Saturday, June 3, 2017. More than \$20,000 in cash prizes will be awarded at a VIP ceremony and reception in Grand Rapids, Michigan.

September 2017 Top Ten PSA's (*Pending qualifications) of each category to be reproduced and distributed on DVD to Michigan schools as tools for their Character Education, Health and Diversity programs. DVD's will be made available to all Meijer Stores. DVD's will be made available to Michigan media.

The winning PSA's in each category will be reproduced on DVDs and distributed to schools across the state as tools for their Character Education, Health Education and Diversity programs. DVD's will also be made available to all Meijer Stores and to the media.

The purpose of the film festival is to highlight the talent of our state's audio/visual students while allowing these students to make a positive impact on our State's K-12 youth in the areas of Diversity, Character Ed, and Healthy Lifestyles.

For complete details, guidelines, registration information, or to view past winning PSA's, go to www.meijergreatchoices.com.

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Contact: Kathy Richards, 616-878-6801 or kathyrichards@bcpsk12.net
Staff Coordinator for Great Choices Film Festival

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