



Michigan high school students helping Michigan schools
 ● Build Character ● Celebrate Diversity ● Promote Healthy Lifestyles



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

More than \$20,000 in cash prizes available for Michigan
 High School A/V Students and Film Makers from
 The Meijer Great Choices Film Festival
Submission deadline is February 10, 2012



with Legacy Partners



Gerald R. Ford
 Presidential
 Foundation

BUILDING CHARACTER



CELEBRATING DIVERSITY

HEALTHY LIFESTYLES



Van Singel
 Fine Arts Center

Judging by



Delta College



MICHIGAN STATE
 UNIVERSITY

WESTERN MICHIGAN UNIVERSITY

September 2011– February 10, 2012 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.) Talent release forms, registration form and registration fee must be submitted with DVD. Please be sure to give your PSA a title/name.

Early Entry Discount Deadline, January 18, 2012: Entry fee is \$5 per entry if DVD and registration are postmarked and mailed by January 18, 2012.

Final Entry Deadline, February 10, 2012: Entry fee is \$10 if DVD is postmarked and mailed by February 10, 2012. *DVD's must be postmarked by the above dates in order to qualify.* Entry fees must accompany DVD and 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.

All submissions must be on DVD and mailed with application, entry fee and talent release forms to:

“Meijer Great Choices Film Festival”

c/o Van Singel Fine Arts Center, 8500 Burlingame SW, Byron Center, MI 49315

February-April 2012 Judging by college film students from Compass College of Cinematic Arts, Delta College, 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.)

Meijer Great Choices
 c/o Van Singel Fine Arts Center
 8500 Burlingame SW
 Byron Center, MI 49315
 Administrative: 616.878.6802
 Fax: 616.878.6820

May, 2012 The semifinalists will be announced via a letter, email and invitation to the Festival Event scheduled for June 9, 2012 at Celebration Cinema North 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 \$2,000 each, six 2nd place awards of \$1,000, and six 3rd place awards of \$500 each will be announced at the June 9 Awards Ceremony at Celebration Cinema North in Grand Rapids.

Friday, June 8, 2012. The Gerald R. Ford Presidential Foundation welcomes the 60 top winners and their guests to a private VIP open house at the Gerald R. Ford Presidential Museum in Grand Rapids on Friday, June 8, 2012.

Saturday, June 9, 2012. More than \$20,000 in cash prizes will be awarded at a VIP ceremony and reception on Saturday, June 9, 2012 at Celebration Cinema North in Grand Rapids. President Ford's son and actor, Steven Ford, plans on being a part of the Awards Ceremony.

August 2012 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: Joyce Bower, 616-878-6135 or jbower@bcpsk12.net
Coordinator for Great Choices Film Festival

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