

REC

ESCAPE THE VAPE VIDEO CHALLENGE



THE ESCAPE THE VAPE VIDEO CHALLENGE

A contest for middle and high school students across Minnesota to help educate their peers on the dangers of vaping by making a short video. Their videos are shared on Escape The Vape's YouTube and Instagram Channels @Jointheescape.

QUICK OVERVIEW

- This is the third year of the MN Statewide Vaping PSA Video Challenge for youth
- New website launches on **January 2nd, 2024** mnescapethevape.org
- The contest will run from **February 1 to February 29th, 2024**
- Finalists are announced on **April 22th, 2024**
- Public voting occurs **April 22nd - May 3rd, 2024**
- Winners will be announced on **May 7th, 2024**

VIDEO INFORMATION

- Videos must be 30 seconds. There is a grace period of 2 seconds. Any video longer than 32 seconds will be automatically disqualified
- .mp4 format must be used to submit your video
- One Vaping Fact and Call to Action must be used in your video
- Must be created by a middle school or high school student or a group of students (4 members max). Sorry NO parents, teachers or adults can make your video.

**HELP US SPREAD THE WORD BY SHARING WITH
YOUR NETWORKS!**

For social media and digital promo kits,
please visit: www.mnescapethevape.org/social-media-kits