



Contest Overview:

Ag for Life and Economic Developers Alberta (EDA) have created the ‘Why I Love Alberta’ Youth Challenge. This contest invites creative youth in grades 9-12 to showcase why Alberta is the best place to live through a one-minute video. Participants have the chance to win cash prizes for themselves and matching amounts for their classrooms.

Eligibility:

- The contest is open to students in grades 9–12.
- Participants must reside in Alberta, Canada.
- Entrants under 18 must have a special consent form signed by a parent or guardian.

Contest Dates:

- Contest Start: February 1, 2024
- Submission Deadline: April 30, 2024
- Winner Announcement: May 6–10, 2024

Submission Guidelines:

- Participants must create a one-minute video showcasing why Alberta is the best place to live.
- Videos should be submitted on the www.lovealberta.ca website.
- Include participant’s name, grade, school and contact information on the form.

Technical Guidelines for Video Submission:

- Videos must be in MP4 format.
- Resolution 1080 (1920x1090) or higher.
- File size should not exceed 100 MB.
- The video must be no longer than one minute long.

Prize Information:

1. First Place: \$1,000 cash prize + \$1,000 for the student’s classroom
 2. Second Place: \$500 cash prize + \$500 for the student’s classroom
 3. Third Place: \$250 cash prize + \$250 for the student’s classroom
- The prizes must be accepted as awarded, without substitutions or transfers, and cannot be converted to cash. Any additional costs incurred in collecting and using a prize is the winner’s responsibility.
 - Winners will be notified by e-mail and/or phone. If no response to any e-mail or telephone inquiry is made within 7 days of the date on which it was first made, the winners will be deemed



to irrevocably forfeit the prize and a new finalist entry may be selected. All decisions of Ag for Life representatives are final.

- The odds of winning depend upon the number of entries received and/or the number of contestants participating in the contest.
- We thank all entrants for their submission, but only winners will be contacted. If the winners do not respond to our email and claim the prize within 7 days, the prize will be forfeited.

Copyright and Usage:

By submitting a video, participants grant Ag for Life and Economic Developers Alberta (EDA) (hereinafter referred to as "the Organizations") the right to use and distribute the content for promotional purposes. Participants retain the copyright to their videos. The Organizations may utilize the submitted videos in the following ways:

Website: The Organizations reserve the right to display the winning videos and selected entries on their official websites, including but not limited to www.agricultureforlife.ca, www.edaalberta.ca and www.lovealberta.ca. The videos may be featured on dedicated contest pages, highlight reels, and promotional materials.

Social Media: Winning videos and select entries may be shared across the Organizations' official social media platforms, including, but not limited to, Facebook, Twitter (X), Instagram and YouTube. Winning participants will receive credit whenever the video is shared on social media.

Local Media: The Organizations may share winning videos and select entries with local media outlets for coverage and promotion. This includes newspapers, radio stations, and television channels. Participants will be credited whenever the video is used in local media.

Educational Purposes: The Organizations may use the videos for educational purposes, such as workshops, presentations, and other events related to promoting agriculture and economic development in Alberta. Participants will be acknowledged in such contexts.

Promotional Materials: The Organizations reserve the right to use videos in their entirety, and excerpts or screenshots from the submitted videos in various promotional materials, such as brochures, posters, and banners, to promote future editions of the contest or related initiatives this includes and is not limited to: members of Economic Developers Alberta and associated partners using the video in whole or in part in the promotional efforts of their communities.

Participants are assured that their videos will only be used in the context of promoting the "Why I Love Alberta" Youth Challenge and the aforementioned associated objectives. The Organizations will make reasonable efforts to ensure that participants are appropriately credited whenever their videos are used in promotional materials. The Organizations will not sell or commercially exploit the videos without explicit consent from the participants.