HOW CAN YOU KINDLE THE LOVE OF READING?



PRESENTED BY



What is it?

The Spellebrity Video Contest is an opportunity for students to spell out the unique ways that they can kindle the love of reading. It's also a way for your student to win an expenses-paid trip to the 2017 Scripps National Spelling Bee near Washington, D.C., from May 28 - June 2.

Why?

We believe that when you kindle the love of reading, great spelling and vocabulary will follow!

Who?

Students who have not passed beyond the eighth grade and who are legal residents of the United States and its territories are invited to create a video for the contest. Videos may be submitted by teams of up to four people or by an individual student. Previous Spellebrity Video Contest Finalists are not eligible.

How does it work?

We want you to spell out how you can kindle the love of reading and feature three words that would be useful to know in a spelling bee — words you have learned through your reading. Students brainstorm, film and edit a video of up to five minutes in length that captures this idea. We're looking for fun, narrative videos that provide a unique take on the prompt, "How can you kindle the love of reading?"

A teacher or parent can then visit **spellebrity.com** to enter the video by completing an online entry form, submitting permission forms with signed parental consent for each student and, of course, uploading the video itself!

Prizes

Each member of the Semifinalist teams (10) will receive:

• a Kindle Paperwhite.

Each member of the Finalist teams (5) will receive:

- an expenses-paid trip to the 2017 Scripps National Spelling Bee, including
 - economy-class roundtrip airfare or train fare for each team member and a parent/ guardian,
 - one standard hotel room at the Gaylord National Resort and Convention Center,
 - a \$400 gift card to defray travel and meal expenses, and
 - complimentary tickets for each team member and a parent/guardian for the Memorial Day Barbecue, a Bee-organized tour of Washington, D.C., and the Awards Banquet.

Each member of the Champion team (1) will receive:

- a \$1,000 cash award, and
- a trophy.

Important Dates

October 17, 2016 - January 31, 2017
Videos may be submitted at

spellebrity.com.

February 2017

A panel of judges will determine the Semifinalist videos.

March 1, 2017

10 Semifinalist videos are announced, and public voting takes place at spellebrity.com.

March 31, 201

5 Finalist videos are announced and displayed at spellebrity.com.

May 28 - 31, 2017

5 Finalist videos are presented during Bee Week, and Scripps National Spelling Bee participants vote for their favorite videos.

June 1, 2017

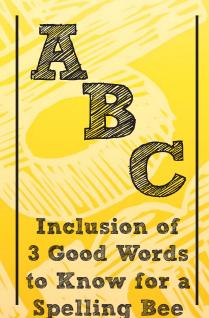
The video that receives the most votes will be announced prior to the 2017 Scripps National Spelling Bee Finals.

Judging Criteria









Spellebrity Video Contest Checklist

Use this checklist to stay organized as you create and submit your video!

Video Guidelines
☐ Is your video less than five minutes in length?
Does your video reflect the following judging criteria? Inspirational Quality: Will the narrative of your video inspire viewers to read more? Relevance to Theme: Does it answer the question "How can you kindle the love of reading?" Creativity: Did you brainstorm, storyboard and film the video in a unique or out-of-the-box way? Inclusion of 3 Good Words to Know for a Spelling Bee: Did you spell out three great words during your video?
☐ Is your video free of all copyrighted material, including text, images and music?
Video Submission
☐ Have you read the complete 2017 Spellebrity Video Contest Official Rules and Terms of Participation?
☐ Have you received a completed and signed 2017 Spellebrity Video Contest Permission Form for each student on your team?
☐ Have you uploaded your video to YouTube and included the YouTube video url in your contest entry form at spellebrity.com?
☐ Have you uploaded a raw video file with your contest entry form?
☐ Have you submitted the contest entry form at spellebrity.com ?
(This checklist is for your use only and does not need to be submitted as part of your contest entry.)

The Spellebrity Video Contest is administered by the Scripps National Spelling Bee and sponsored by Kindle.

For more information, visit spellebrity.com.

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