



## **Hepatitis B Foundation “Learn the Link” Multimedia Contest**

**Contest Name:** Create the Connection: Making the Link between Hep B and Liver Cancer

**Join the Hepatitis B Foundation for an international hepatitis B and liver cancer awareness campaign! Create any type of original multimedia artwork using the tagline “Learn the Link,” and highlighting the connection between hepatitis B and liver cancer. The winning entries will be shared broadly and featured on different materials that have global reach, especially for Hepatitis Awareness Month in May, World Hepatitis Day in July, and Liver Cancer Awareness Month in October!**

**Channel your creativity for a good cause and win prizes!**

Hepatitis B is a serious liver infection that affects about two million people in the U.S., and almost 300 million globally. Approximately 1 in 10 Asian Americans and Pacific Islanders are living with chronic hepatitis B, with African immigrants being seriously impacted as well. About 1 in 4 of those living with chronic hepatitis B will develop serious liver disease, like cirrhosis or liver cancer.

Many people who have hepatitis B are not aware of it because hepatitis B usually doesn’t produce symptoms for decades, and when the symptoms start showing it is often too late for treatment - it is considered a silent killer!

The Hepatitis B Foundation recently launched a campaign called [Learn the Link](#), which is designed to raise awareness about the connection between hepatitis B and liver cancer. The campaign includes materials that are tailored for different communities, including print and digital assets that are culturally relevant. Some have been translated and more translations will be available soon.

**Eligibility:** Anyone and everyone may participate (from anywhere in the world!) as long as they agree to and follow the [official contest guidelines](#), and meet the qualifications.

**What to Do:** Submit a multimedia piece that creatively raises awareness about hepatitis B and liver cancer and how they are connected. Entries should focus on the #LearnTheLink theme and may include:

- **Videos:** Public Service Announcements (PSAs) up to 30 seconds in length. Submissions can be in any style or genre of film or video, including, but not limited to, animation,

drama, still art, imagery, comedy or documentary. Film and video submissions should not contain credits.

- **Visual Creative Media:** Drawing, painting, photos, animation or any other multimedia artwork.
- Languages: Submissions in languages other than English are welcome, but must include subtitles.
- Group Work: Entries can be created individually or collaboratively as a group.

All submissions should include the #LearntheLink. Submissions should **NOT** include the Hepatitis B Foundation name or logo.

**Prizes** will be awarded for the pieces that are most creative and best capture the #LearntheLink message.

#### **How to Enter:**

- Between March 1 and March 31, 2025, email your submission to [hepbfoundation@gmail.com](mailto:hepbfoundation@gmail.com). Be sure to put Learn the Link in the subject line.
- **Contest closes at 11:59 PM Eastern Time on March 31, 2025.**

#### **Contest Rules**

- Submissions must be original.
- Submissions must include the hashtag #LearnTheLink.
- Submissions cannot include material requiring third-party consent or that violates copyright, privacy rights or other third-party rights. If materials include images of real people (family, friends, etc), participants must have permission for use.
- Offensive language, imagery, or themes are not allowed and will result in disqualification.
- Submissions other than video should be 500x500px in size, and should be in JPEG or PNG format
- **By entering this contest, you are granting ownership of your submission to the Hepatitis B Foundation, to be used at the Foundation's discretion.** This applies both to submissions that are and are not selected as finalists.
- Please note that materials may be adjusted to meet marketing requirements.
- [Official contest rules can be found here.](#)

#### **Be Creative and Have Fun!**

- Be creative to get across your hepatitis B & liver cancer awareness message!

- Check out the [Learn the Link campaign website](#) for background, statistics and resources you can use!

### **Selection of Winners and Prizes**

- Three finalists will be chosen by a panel of judges, including community members, art professionals, and Hepatitis B Foundation staff as best exemplifying the #LearntheLink theme. Submissions will be scored based on five criteria: originality, creativity, concept, information and overall presentation.
- The three finalists will be featured on HBF social media and a poll will be open to the public to vote on each one.
- A Grand Prize winner will be chosen from the three finalists and win \$100. The two remaining finalists will each win \$50.
- The finalists will be notified by email, and the grand prize-winning selection will be shared with the public on May 1st (to kick off Hepatitis Awareness Month) via HBF's social media and e-newsletters.
- Selected submissions will be featured on the Learn the Link website and on the Hep B Foundation's social media channels, with credit and recognition given to the artist.
- Selected submissions will be included in the creation of additional materials promoting hepatitis B and liver cancer awareness around the U.S., specifically for Hepatitis Awareness Month in May, World Hepatitis Day in July, and Liver Cancer Awareness Month in October.

**Questions?** Please contact Beatrice Zovich at [beatrice.zovich@hepb.org](mailto:beatrice.zovich@hepb.org).