

LEARN THE LINK
MULTIMEDIA CONTEST

Making the
Connection
Between
Hepatitis B and
Liver Cancer

CHANCE TO WIN \$100!!



www.hepb.org



Purpose

Join the **Hepatitis B Foundation (HBF)** 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!**

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.

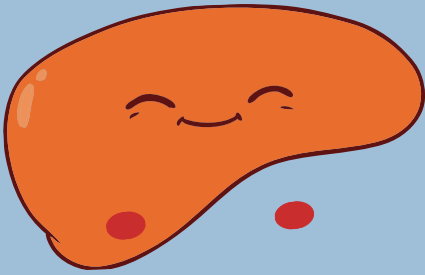
All submissions should include the **#LearnTheLink**. Submissions should NOT include the Hepatitis B Foundation name or logo.

How to Enter

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

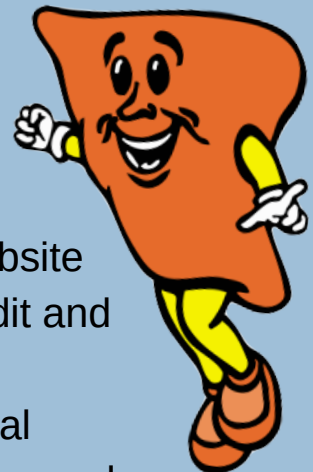
Contest Rules

- 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.



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.
- Selection 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 for 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