

reel2wheel - Bike to WorkTM video challenge

DEADLINE: May 1, 2010

CALL FOR SUBMISSIONS

Bike to Work Week needs YOU to help spread the word about bicycles! Bike to Work Victoria* is seeking a short video - ideally engaging & entertaining - to use in our campaign to promote commuter cycling. In exchange for your vision and effort, this is great opportunity to get your work out there.

Plus you'll have a chance to win:

- A prize package including the coveted 2010 Bike to Work Week t-shirt
- Exposure to a wide audience when your video is featured on our website and at celebration stations
- A chance to be featured on local television!

GUIDELINES

To note: first and foremost, Bike to Work focuses on getting people to try their commute on a bike & having fun, period. This is our core message. Your video should reflect this. Bike to Work is not interested in uber athleticism (we stress the accessibility of cycling) nor equipmentism (cool gear is nice but not necessary). Even sustainability and other community benefits are all secondary. The idea is that anybody can ride a bike – try it, you'll probably like it.

Cycling to work is an easy and effective way to fit exercise into already committed time. Bicycles are lean, green, mobile machines: getting out of your car and onto your bike will save time & money while shrinking your carbon footprint. Bicycle commuters say their ride to and from work is often the most pleasant part of their day. Why? Because cycling is fun! Getting 30-60 minutes of exercise every day may be good for your body, but it's also good for your mind. Physical activity, especially outdoors, clears your head, melts away stress and releases endorphins. Mind you, shaping up is a pretty good bonus.

In your video, you are welcome to explore your own ideas, but here some things to consider:

- Stats comparing cycling to other forms of transportation (calories, cost, energy, health facts ... etc)
- Debunk some myths: top reasons for not cycling involve convenience, time and ability. Prove them wrong!
- Cycling is good for you, good for your community, and good for the earth!
- Cycling is sexy: bikes are beautiful and so are the people who ride them. A little positive peer pressure never hurt anybody...
- Testimonials: sure there are some obstacles to overcome in making any lifestyle adjustment. Talk to some people who have persevered and made a positive change
- Join the community: ever noticed the twinkle in a cyclist's eye as they ride by? Riding a bike is like your passport into a special club of the self-propelled!
- Some fun slogans to think about: Get on a Bike! Get stoked on spokes! Put the fun between your legs! That's just how I roll. Bike it! Sit down and do something, Bike to Work!

SPEC'S

Submissions **must** be your own original work: this can be video or animation. You must hold rights or permission to any images, video, music or sound used (Looking for music? Contact Cinevic or MediaNet as they have contacts with lots of local artists also eager to get their work out there).

- Videos submitted as MOV, AVI, MPG, MPEG or MP4 on CD/ DVD (best quality preferred, can resize later for web)
- Submissions must be no longer than **35 seconds** in length including production credit;
- Any production credits included in the video should appear at the end of the video, and be limited to artist name –or– production company name and logo. No title should appear at the beginning of the promotional video;
- Limit of 2 videos per entrant.

*The Victoria Bike to Work Society is a non-profit organization founded in 1995 by local cyclists to promote the use of bicycles as commuter vehicles. We are not an advocacy agency and thus our focus is not activism, but simply running an amazing community event. More information about the history and mandate of Bike to Work Week can be found online biketowork.ca.

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Deadline: May 1, 2010

SEND TO: Jennifer Cook, c/o Bike to Work Victoria | Box 8837, Victoria BC, V8W 3S3

ENTRY FORM

Applicant Name: _____ Production Company: _____

Address: _____ City: _____ Postal Code: _____

Phone: _____ Email: _____ Website: _____

of Entries: 1 or 2 (circle)

Additional Info about contributing artist(s) and video(s):

RELEASE / TERMS OF USE:

Bike to Work Victoria reserves the right to use submissions of video footage in whole or in part for promotional purposes. Video submissions will not be used for commercial purposes: Bike to Work Victoria is a strictly non-profit organization. Any unanticipated financial gain, generated directly or indirectly, by promotions employing submitted video footage will be funneled directly back into running the community event. Bike to Work Victoria agrees to give full credit to the artist/production company for all footage used in promotional campaigns. By releasing use of this video, the applicant also agrees not to use this footage in whole or in part for commercial purposes or to submit this video to a competing organization.

I have read & understand the guidelines, and hereby agree to these terms of use.

applicant signature

Date: _____