

Why does your company start! Contest?

Tell Southeast Michigan why your company is participating in the Start! Heart Walk and how your employees are getting active by creating a video. We want to hear from executives, team captains and walkers living healthier lives because of the changes your company has made!

Here is how to Enter:

1. Submissions will be posted starting February 1, 2010 to kick-off Heart Month and will be accepted until **Friday, May 7th** (EXTENDED)
2. Make a plan, create a script and cast your “movie! Get creative, spur some competition and most of all have fun!
3. The video must be under 3 minutes.
4. All videos must be posted to Youtube.com and MUST be named “Start! *Company Name*”. For example: Start! Aetna. This will help us find the videos easier and drive more traffic to your movies.
5. Once the video is posted you **MUST** email the link to Alicia.Hoge@heart.org to share the link and confirm your entry.
6. The You Tube links will be posted on the Southeast Michigan Start! Heart Walk page, Facebook and other social media sites. You may also post it on your Heart Walk company page and your company’s webpage!
7. The winner will be determined by how many views it receives on You Tube.

The Winner:

- **The winning company will be announced at the Start! Heart Walk in May.**
- The winner will receive your companies video exclusively on the Start! Heart Walk webpage and our volunteer Shutterfly page until June 30, 2010.
- Your company will receive an award at Start Heart Walk Awards Party.
- Your company will receive special recognition at the Start! Heart Walk.
- Your submission will be sent to local media partners for possible newspaper, radio or television coverage. Although we cannot promise they will promote it, we will certainly brag about your achievement!