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VAN SINGEL  
FINE ARTS CENTER

#### Judges

COMPASS COLLEGE  
of CINEMATIC ARTS

FERRIS STATE  
UNIVERSITY

GRAND VALLEY  
STATE UNIVERSITY

WESTERN MICHIGAN UNIVERSITY

CORNERSTONE  
UNIVERSITY

Meijer Great Choices  
c/o Van Singel Fine Arts Center  
8500 Burlingame SW  
Byron Center, MI 49315  
Administrative: 616.878.6801  
Fax: 616.878.6820

www.meijergreatchoices.com

Michigan students helping Michigan schools  
● Build Character ● Celebrate Diversity ● Promote Healthy Living

## MEIJER GREAT CHOICES FILM FESTIVAL HIGH SCHOOL STUDENT COMPETITION SCHEDULE & DEADLINE

More than \$20,000 in cash prizes available for Michigan  
High School Students and Film Makers from  
The Meijer Great Choices Student Film Festival  
**Deadline: February 10, 2017**

**GET STARTED ON YOUR PSA's NOW! now– February 10, 2017** PSA's accepted for competition by Michigan High School students. All material must be copyright free, original and relate to character, health or diversity. (Be careful about showing items with brand names – *see rules which are available at www.meijergreatchoices.com.*) Please be sure to select the correct category in which your PSA should be placed. Talent release forms, registration form and registration fee must be submitted with DVD. **Please be sure to give your PSA a title/name.**

**NEW THIS YEAR!** Fill out the on-line registration form, print off the form and send the printed form along with your PSA on a DVD, registration fee, and all talent release forms if applicable.

**SAVE \$5 PER ENTRY! Early Entry Discount Deadline, January 19, 2017:** Entry fee is \$5 per entry if DVD and registration are postmarked and mailed by January 19, 2017 to qualify for the early entry fee.

**FINAL ENTRY DEADLINE, FEBRUARY 10, 2017:** Entry fee is \$10 per entry if DVD is postmarked and mailed by **February 10, 2017. DVD's must be postmarked by the above dates in order to qualify. Entry fees must accompany DVD and registration materials to qualify. Entries postmarked after February 12 will not be accepted. We are sorry but we can not invoice a school for the entry fees. Acceptable payments: Visa, MasterCard, Discover, Check, Cash.**

All submissions must be on DVD and mailed with copy of on-line application, entry fee and talent release forms to: "Meijer Great Choices Film Festival"  
c/o Van Singel Fine Arts Center, 8500 Burlingame SW, Byron Center, MI 49315

**March-April 2017** Judging by college film students from Compass College of Cinematic Arts, Cornerstone University, Ferris State University, Grand Valley State University and Western Michigan University, festival staff and Legacy Partners.

Judging will separate PSA's first by target audience, then by Great Choices categories of Character, Health, and Diversity. The judges reserve the right to move an entry to a more appropriate category. Entries will be narrowed to the top ten for each Great Choice categories for a total of sixty semifinalists.\* (The judges reserve the right to reduce the number of semifinalists/finalists by category pending adequate number of entries.)

**May, 2016** The semifinalists will be notified via a letter, email and invitation to the Festival Event scheduled on a Saturday in June 4, 2016 in Grand Rapids.

Top ten finalists and their families for each audience and category will be invited:

- Top 10 PSA's (:30) promoting healthy lifestyles targeted for grades K-6\*
- Top 10 PSA's (:30) celebrating diversity, targeted for grades K-6\*
- Top 10 PSA's (:30) building character, targeted for grades K-6\*
- Top 10 PSA's (:30) promoting healthy lifestyles targeted for grades 7-12\*
- Top 10 PSA's (:30) celebrating diversity, targeted for grades 7-12\*
- Top 10 PSA's (:30) building character targeted for grades 7-12\*

Six 1<sup>st</sup> place awards of \$1,500 each, six 2<sup>nd</sup> place awards of \$1,000, and six 3<sup>rd</sup> place awards of \$500 and 42 finalists (4<sup>th</sup>-10<sup>th</sup> place) will receive \$75. Winners will be announced at the June, 2016 Awards Ceremony.

**Saturday, June 4, 2016.** More than \$20,000 in cash prizes will be awarded at a VIP ceremony and reception in Grand Rapids, Michigan.

**September 2016 Top Ten PSA's** (\*Pending qualifications) of each category to be reproduced and distributed on DVD to Michigan schools as tools for their Character Education, Health and Diversity programs. DVD's will be made available to all Meijer Stores. DVD's will be made available to Michigan media.

The winning PSA's in each category will be reproduced on DVDs and distributed to schools across the state as tools for their Character Education, Health Education and Diversity programs. DVD's will also be made available to all Meijer Stores and to the media.

The purpose of the film festival is to highlight the talent of our state's audio/visual students while allowing these students to make a positive impact on our State's K-12 youth in the areas of Diversity, Character Ed, and Healthy Lifestyles.

For complete details, guidelines, registration information, or to view past winning PSA's, go to [www.meijergreatchoices.com](http://www.meijergreatchoices.com).

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Contact: Kathy Richards, 616-878-6801 or [kathyrichards@bcpsk12.net](mailto:kathyrichards@bcpsk12.net)  
Staff Coordinator for Great Choices Film Festival

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