



# UB-Tube

## High School Video Contest



### What is UB-Tube?

Named after the United Blood Services mascot "Ubie", UB-Tube is a video contest aimed at involving students in the lifesaving mission of blood donation using video production. We are asking students to produce a one-minute Public Service Announcement (PSA) video to encourage their classmates to give blood at their high school blood drive. In May, the winning schools in the High School Blood Drive Challenge gather at a Diamondbacks game to celebrate their success. As part of the celebration, the winning video will be featured on the big screen during the game!

### How do we enter?

1. Visit [UnitedBloodServicesAZHS.org](http://UnitedBloodServicesAZHS.org) and thoroughly review contest rules
2. Upload the video to your Facebook profile.
  - *Must be a member of Facebook to upload videos*
  - Become a fan of the High School Challenge page on Facebook.
  - Visit the UB-Tube High School Video Contest page and add your video onto the wall.
3. All entries must be uploaded to the contest Facebook page no later than March 1, 2012. Five finalists will be chosen from among the entries. Voting will take place in April 2012 to determine the winner.

### Criteria for submission:

- Entries must be titled, no longer than one minute and represent an original work
- PSA format encouraging students to give blood at their high school blood drive
- All information and/or statistics related to blood donation or usage in the state of Arizona must be consistent with the information found on the United Blood Services website
- Students must currently attend an Arizona high school that runs at least one blood drive per academic year
- If chosen as a finalist, entrants will be contacted and asked to complete contest release forms and provide a DVD version of the video (Standard format DVD, 720px x 480px, NTSC)

*For additional information visit [UnitedBloodServicesAZHS.org](http://UnitedBloodServicesAZHS.org) or contact Denise Gotcher at [dgotcher@bloodsystems.org](mailto:dgotcher@bloodsystems.org).*