

**Youth  
TUBE** PRESENTS

# InstaFAME

Get more LIKES than the egg that broke the internet.



***“YouthTube is a platform created to showcase the talent of young filmmakers and at the same time create awareness about blood donation.”***

Calling all young filmmakers! Yes you, are you ready to be InstaFamous? What if I told you you'll have more likes than that egg, more shares than Bonang throwing shade at AKA or more comments than a Kardashian love child. What's the catch? All you need to do is tell all your friends about donating blood. Create some hype around how it not only saves lives, but gives you mad bragging rights and, yes - superhero status.

The finalists' films will be viewed by a panel of esteemed judges from the industry. We'll be spending R50k on showing the winning film to the world. And on top of that, the lucky winner get the opportunity to go to the Loeries Festival of Creativity in Durbs, where you can network and get yourself LIKES in real-life!

### ***How to become InstaFamous***

Create a short, uplifting film that is 30 seconds or less that will promote blood donation amongst the youth.

### ***How do you enter to be InstaFamous?***

Complete the online entry and upload your film on our website at [wcbsyouthtube.co.za](http://wcbsyouthtube.co.za)  
The maximum size is 64mb. Entries close: Wednesday 31 July 2019, 12pm (noon).

### ***Who can enter to be InstaFamous?***

Any student studying to work in the creative field.

### ***The theme for 2019: What's in it for me?***

We need more young adults to donate blood. But they are busy with their own lives - their friends, school, sports, their future and fun. Think about how you can convince young people who are only really concerned about how many likes they get on the gram, to stop and consider what they'll get if they donate blood. Use language and topics that will appeal to your friends.

### ***What's the criteria?***

The film doesn't have to be shot using high-tech equipment, but should be of good quality so we can play it online. You can create an animation, cast your best friend or you can star in it yourself. It's up to you.

Please note: All legal rights to music, permission from people or locations must be obtained beforehand and credited.

**You can:** Include our website address ([www.wcbs.org.za](http://www.wcbs.org.za))  
WhatsApp us on 0605 497 244  
Our brand name and logo (please download the correct logo)  
**#youthtube #3livesaved #donateblood**

**You can't:** Use foul language  
No violence (we'd prefer the films to be uplifting, not terrifying)  
Nothing too graphically upsetting or sad  
No reference to vampires or any bloodsucking animal

For more information about blood donation, donor criteria, how blood is used, the different blood groups, testing, blood safety, frequently asked questions and many more visit our webpage at [www.wcbs.org.za](http://www.wcbs.org.za)



**VISIT [wcbsyouthtube.co.za](http://wcbsyouthtube.co.za)  
to enter and see Ts & Cs.**

Please read Terms and Conditions. Submissions which include a video that fails to adhere to any of the requirements set forth in the Official Rules may be disqualified or edited by the Promoter.

 **Western Cape Blood Service**  
Do something remarkable