



END FAMILY FIRE SCHOLARSHIP COMPETITION

The End Family Fire Scholarship Competition gives students a chance to make a difference through the power of creativity and storytelling.

The competition challenges high school and college-aged students to create a video which speaks directly to adults and aims to bring awareness to the issue of family fire - a shooting involving an improperly stored or misused gun found in the home, which results in death or injury. The video will promote safe gun storage as a way to prevent future family fire tragedies.

.....

PRIZES

Two (2) winning entries will be selected, one from high school and one from college, and each will receive a \$5,000 scholarship to be used toward college, university, or trade school tuition, fees and/or supplies.

The winning entrants will also have the opportunity to have their video used by the Ad Council as an official End Family Fire campaign PSA, with a potential to be distributed nationally to over 1,600 television stations.

THE RULES

Before beginning creative production, all applicants must review the official rules, creative brief, and ensure they meet the eligibility requirements to participate in the competition. For those students who are under the age of 18, or are not yet a legal adult in the state in which they reside, they must obtain parent or guardian permission in order to participate in the scholarship competition. Students may not incorporate guns of any kind in the video, including toy or prop guns.

HOW TO ENTER

Video submissions are due on **June 16, 2019**. The winning entries will be announced in late July 2019 and will go live on August 8th, 2019. Please submit all applications via the entry submission form at bit.ly/EFFscholarship.

.....

This is your opportunity to make a difference. Thank you for helping us save lives!
For more information on the End Family Fire program or scholarship competition, please visit bit.ly/EFFscholarship.

