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100th Anniversary 4-H Club Cards – *Build a Winning Future* Contest Instruction Sheet and Contest Overview

Transform your 4-H cards into 4-H cash

In celebration of 4-H's 100th anniversary, you have received a deck of customized 4-H cards from Enbridge. Unlike traditional playing cards, each of these cards represents a point of pride for 4-H'ers through unique facts, stories and memories, which were collected from 4-H members, leaders and alumni.

As the proud national title sponsor of 4-H Canada's 2013 Centennial celebrations, Enbridge is hosting a special contest highlighting the creativity and originality of 4-H'ers across the country. The contest asks that members work together to stack, fold, pile, glue, cut and ultimately build structures that represent their club's vision for where 4-H is headed in the next century. Imagination and inventiveness are encouraged. From futuristic ranch structures to new 4-H program ideas, there are no wrong ideas, so think outside the box!

By entering the contest, 4-H Clubs will have an opportunity to win a prize by creating structures with the cards and taking videos or photos of the structure and submitting them to the 4-H Canada website. A Facebook account is required to participate. The submissions must capture the structure being built and be uploaded using the app on the 4-H Facebook page, including a caption explaining your club's vision for where 4-H is headed for the next 100 years.

4-H'ers have a proud history and we are excited to view all of the submissions from across the country. Submissions will be monitored by Enbridge and the winners will be selected by a panel of internal and external judges. First, second and third place winners will be awarded a cash prize of \$5,000, \$2,500 and \$1,000 to be used for their local club.

The contest will run from August 16 – October 23, 2013 and winners will be announced on November 6, 2013. Clubs are encouraged to also share their structures and submission photos with local media, friends and family. For inspiration, check out the video of the structure Enbridge put together with their cards on the 4-H [Facebook page](#).

You can find templates for a media release and pitch note on the 4-H Canada website to help get your club's story in the local media.

Other submission rules and guidelines:

- Submissions are on behalf of the entire club, not individual members. Teamwork is essential to this contest.
- Only one video OR three photos can be submitted from each club.
- Each video or photo must have two or more member participants in it.
- Participants must complete a photo/video consent form and submit it to Enbridge.
- Please review the complete official Contest Rules available on the 4-H Canada website and Facebook page.
- There is no limit to the amount of 4-H cards used.
- Videos must be no longer than 45 seconds. Videos longer than 45 seconds will be disqualified.
- Submissions must capture the structure being built and include a caption of what the structure means/represents.
- Submissions are to be uploaded using the app on the 4-H Facebook page.
- Clubs are encouraged to download the media templates found on the 4-H Canada website.
- Prizes will be awarded to winning clubs, not the individual member who sent in the submission.
- There is no regional allocation of prizes.
- No purchase necessary.