

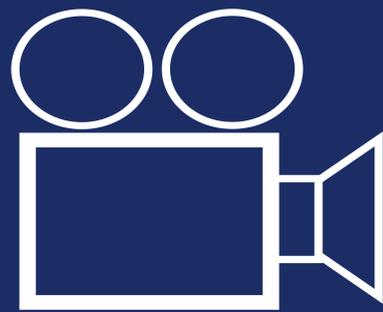
# Mascot Video Challenge

We've got spirit, yes we do! We've got spirit, how 'bout you?

Y4Life invites YOU to showcase your school's 4 Life spirit through our Mascot Video Challenge!

## 1 What should we include in our video?

- Whether bulldogs, cougars, falcons, or knights, be sure to ask and answer the question, "Why are (insert your mascot here) 4 life?"
- You'll also want to mention the charity you're raising funds for.
- Your video can include whatever you think best represents your 4 Life approach – chants, individual testimonies, footage of 4 Life fun, a video montage of mannequin challenges in 4 Life poses, music, dances, or any other creative endeavor!



- Gather a few of your friends or assemble the entire student body and tell us why your mascot is 4 LIFE!
- Videos should be no more than two minutes in length and must be shareable on LFL's social media accounts.

## 2 How do we win?

- Your video will be uploaded to Y4Life's Instagram page and LFL's Facebook page during Life Week 2022.
- Once your video is up, spread the word! The video with the most likes on our combined social media accounts by 1 PM ET on January 22 wins!



## 3 Is there a prize?

Yes! One high school Y4Life Team and one college Y4Life Team will win. Winning schools receive a \$100 donation to the 4 Life charity of their choice.



## 4 When is it due, what information do you need, and where do I send it?

All Mascot Video Challenge entries are due no later than January 7, 2022. Send your videos to [michelle@y4life.org](mailto:michelle@y4life.org).

In addition to the video, Y4Life will need your name, contact information, the names of your school and Y4Life Team, and information about the charity you're raising funds for.

Contact [michelle@y4life.org](mailto:michelle@y4life.org) for more information!