



# MASCOT VIDEO CHALLENGE

#LifeWeek2025



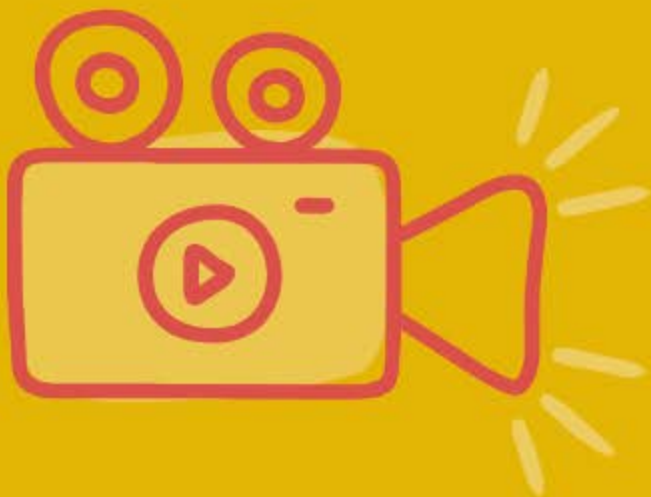
Y4Life invites YOU to showcase your school's 4 Life spirit through our mascot video challenge!





# WHAT SHOULD WE INCLUDE IN OUR VIDEO?

- 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.
- Whether bulldogs, cougars, falcons, or knights, be sure to ask and answer the question, "Why are [insert your mascot here] for 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, music, dances, or any other creative endeavor!





## 2 HOW DO WE WIN?

- Your video will be uploaded to Y4Life's Instagram and TikTok pages and LFL's Facebook page during Life Week 2025.
- Once your video is up, spread the word! The video with the most likes on our combined social media platforms by 1:00 PM ET on January 25, 2025 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 I NEED, AND WHERE DO I SEND IT?

All **Mascot Video Challenge** entries are due no later than **December 13, 2024**. 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.



Y4Life.org