

SMALLTOWN BIGHEART™ VIDEO CONTEST

FREQUENTLY ASKED QUESTIONS

Please read **Official Contest Rules** (www.redapplestores.com/official_rules) to get full details on any of the following topics.

a) What is a SMALLTOWN BIGHEART™ story?

The connection you have in your community, is what we believe should be the source of your story's inspiration. You can feature a story of the community's generosity, a story of celebrations of community events that are unique to your town or a story of a special person who represents the spirit of the community. We have a few examples in our current Small Town Big Heart video series, hope they inspire you!

Please start each video stating your name and the name of the town.

b) What are the judging criteria?

Here are the judging criteria for the videos. The weight of the score will be distributed like following:

- Video story has *Connection in the Community*: 50%
- Video story has *Originality*: 25%
- *Overall appeal* of the video story: 25%

c) Where do I submit my video?

Please register your entry and submit your videos on www.redapplestores.com/video-entry. Only official, registered entry will be acceptable. Any video submission by any other means will not be accepted.

d) How would I know if I have won?

The winner will be contacted via Entrant's email address and the name will be announced on our webpage. Please read Official Contest Rules for details.

e) What is the acceptable video file format?

Videos can be submitted in only MP4 file format

f) My town is already featured in the current SMALLTOWN BIGHEART series, can I still enter?

Yes, certainly. Please pick a different story to tell and you are good to go!

g) Are two different entries acceptable from the same town?

Yes, multiple entries from same town are allowed.

h) I have won a \$100 gift card, can I still win the Grand Prize?

Yes. The Grand Prizes will go to the best videos of the year.

i) My son/daughter (a minor) is interested to enter the contest, can they enter?

The minimum age for a registered entrant is 18. Provided the parent/legal guardian is the Entrant of the contest, a minor can be part of the video production team. In this case, the parent/legal guardian is the entrant and they win the prize if the video is selected to win. Please refer to Official Contest Rules to understand the eligibility of an entrant.

For more enquiries, please email to GoLocal@redapplestores.com