



## TOURISM ENVIRONMENTAL AWARENESS MONTH 2020

### VIDEO COMPETITION THEME: 'REDISCOVER TURKS AND CAICOS ISLANDS'

An invitation is extended to the general public in Turks and Caicos to submit a video on how visitors as well as residents can '*Rediscover Turks and Caicos Islands*'.

#### PRIZE

\$1,000 cash prize.

#### GUIDELINES

- Must not be more than three minutes long
- Be authentically Turks and Caicos – music used must be local
- Images must be from the islands
- Sound must be heard
- Video must have a WOW factor
- Music must be appropriate
- Must be well researched and creative

#### JUDGING CRITERIA

- Relevance, interpretation and clarity of theme
- Clear and compelling expression of message
- Presentation depicts knowledge of the islands of the Turks and Caicos
- Content and style
- Visual appeal
- Creativity
- WOW! Factor

All video submissions must be accompanied with the name and contact number of the participant. Videos should be emailed to [socialmedia@turksandcaicostourism.com](mailto:socialmedia@turksandcaicostourism.com) no later than November 20, 2020. Each video submitted becomes the property of the Turks & Caicos Tourist Board.