

GET WITH THE BEAT!

HELP YOUR FAMILY STAY HEART-HEALTHY BY CREATING A COMPELLING, COOL E-COMMERCIAL

YOU STAND A CHANCE TO WIN A PERSONAL COMPUTER AND INTERNATIONAL RECOGNITION FOR YOURSELF AND YOUR SCHOOL.

Get With The Beat! is an international online video competition to promote awareness on high blood pressure and heart health. You can enter the competition individually or as a group. The competition is open to students from the Spain, and the Philippines.

The Challenge

- Create a short (30 seconds to one minute) public service announcement/e-commercial to highlight the impact high blood pressure can have on every day life and how it can be easily controlled.
- In your video, you should tell your grandparents, parents or other loved ones about the importance of understanding blood pressure (BP), knowing what their BP numbers are, and if their numbers are high, that they should act now to control it and maintain a healthy heart.
- Your video should be informative, interesting, creative, and include advice on how to learn more about controlling high blood pressure.
- Be creative. You can use animation, computer effects, and other video editing techniques. Approach high blood pressure from any angle—emotional, scientific, humorous. Anything goes.

The Reason

- One in four adults has high blood pressure, including 10.5 million Filipinos.
- Because high blood pressure often has no symptoms, many people do not know that they have this dangerous condition.
- When high blood pressure is properly controlled, people can avoid its complications such as heart attack, stroke, kidney disease, and early death.
- This competition is your chance to make a difference in the health and lives of your loved ones.

The Competition Mechanics

- You can upload your video via the website www.getwiththebeat.com. Deadline for submission of entries is on ~~January 15th~~ 2009.
- Entries will be judged based on creativity, how well the importance of managing blood pressure is addressed, and persuasiveness.
- Winners will be informed by e-mail.

For more information, log on to www.getwiththebeat.com.

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