

Get Fit in the Mitt Video Contest Rules 2013

1. Videos should be no more than three minutes long featuring the participant engaging in an exercise activity.
2. In the introduction of the video, participants should say their name, city or town they reside in, and provide a brief synopsis of their exercise activity including the name of the activity, cost, where the activity occurs, and why they enjoy doing it.
3. Exercises must be local (occur in Berrien County), affordable (the activity should cost no more than \$25), and unique to southwest Michigan (led by a southwest Michigan resident or created by a southwest Michigan resident, and should feature a unique aspect of southwest Michigan such as the lake, beaches, or parks).
4. Submissions will be accepted beginning August 5, 2013 through September 5, 2013.
5. Submissions can be sent via email to getfit@lakelandregional.org. DVDs and flash drives can be mailed to Marketing and Communications, Lakeland HealthCare, 1234 Napier Avenue, St. Joseph, Michigan (49085). DVDs and flash drives will not be returned.
6. The chosen exercise cannot have already been featured in a previous episode of “Get Fit in the Mitt.”
7. Participants must be 18 years of age or older.
8. Participants must include the “Get Fit in the Mitt” sign-off. See online episodes to view the proper sign-off at www.lakelandhealth.org/getfitinthemitt
9. Only one submission allowed per person.
10. Entries that focus on the self-promotion of local businesses will not be accepted.
11. The top three videos will be chosen by a panel of judges and posted on Lakeland HealthCare’s Facebook page for the community to vote for their favorite. The voting portion will also be featured on 98.3 The Coast’s Facebook page.
12. The winner will receive \$1,000 cash prize and will be featured in an upcoming episode of “Get Fit in the Mitt.”
13. Associates and/or employees of Marketing and Communications at Lakeland HealthCare and Mid-West Family Broadcasting are ineligible.
14. The winner will be announced on or before Monday, September 30, 2013