

March 21, International Day
for the Elimination of Racial Discrimination

RACISM. STOP IT!

National Video
Competition



The *Racism. Stop It!* National Video Competition is part of Canada's campaign against racial discrimination, but for it to work we need your help in promoting racial harmony.

Think! Write! Direct! Shoot! Edit!

The *Racism. Stop It!* National Video Competition is looking for youth between the ages of 10 and 20 years old to create a 45 to 60 second video sharing your thoughts on eliminating racism. Work in a team of up to five people for your chance to win an all-expenses paid trip to Canada's Capital Region in March 2011 and an awesome prize package.

The school or organization that sponsors your winning videos will receive a Panasonic Digital Palmcorder® Multicam™ Camcorder to use to continue making videos to help fight racism.

And the Winner is...

Five winning videos from each category (10-14 years old and 15-20 years old) will be selected based on originality, audiovisual quality and, most importantly, the effectiveness of the *Racism. Stop It!* message.

One additional winner will also be selected by you for the Public Choice Award. The semi-finalist videos will be posted on www.youtube.com/march21mars in early February 2011. Have your say by voting for your favourite video.

All winning videos will be posted on YouTube.

"It was an amazing experience for both students and chaperones... The memories will last a lifetime, most of all it has sparked a tremendous amount of awareness!!"

Teacher, Winnipeg, Manitoba

"Many of the students were so inspired, that they already began planning videos they want to make for next year's contest! Thanks so much for including us; it was a really special day!"

Teacher, Ottawa, Ontario

Submit Your Video Today!

Deadline for submissions is December 31, 2010.

Submit online at:

www.march21.gc.ca

Or send your videos to:

RACISM. STOP IT!

365 Laurier Avenue West, 19th Floor
Ottawa, Ontario
K1A 1L1

Visit our Web site, www.march21.gc.ca, for complete entry details, eligibility requirements, and helpful tips on how to shoot your video.

For more information:

1-888-77MULTI / 1-888-776-8584

www.march21.gc.ca

march21mars@cic.gc.ca

What is Racism?

The UN defines racial discrimination as any distinction, exclusion, restriction or preference based on race, colour, descent, or national or ethnic origin which has the purpose or effect of nullifying or impairing the recognition, enjoyment or exercise, on an equal footing, of human rights and fundamental freedoms in the political, economic, social, cultural or any other field of public life.



Canadian Library Association
Association canadienne des bibliothèques



CANADIAN RACE RELATIONS FOUNDATION
FONDATION CANADIENNE DES RELATIONS RACIALES



Association canadienne pour les Nations Unies
United Nations Association in Canada



COMMISSION CANADIENNE POUR L'UNESCO
CANADIAN COMMISSION FOR UNESCO

Panasonic
ideas for life



/ACCESS



Citizenship and
Immigration Canada

Citoyenneté et
Immigration Canada

Canada

1-888-77MULTI / 1-888-776-8584 | www.march21.gc.ca | march21mars@cic.gc.ca

