



SU2C.org FILM CHALLENGE Guidelines

Stand Up To Cancer (SU2C) is a newly formed national initiative to help raise awareness and accelerate science toward finding an end to cancer.

Cancer affects all of us. It kills more than half a million people a year in America alone. More than 1 out of 3 people will be diagnosed with cancer in their lifetimes.

SU2C is inviting emerging filmmakers across the country to join the fight against cancer by turning their cameras on this disease. Show us your perspective, from the insightful to the irreverent, and take a stand. Each film must focus on the subject of cancer, being affected by cancer, and/or the battle against it.

The entrants will have the privilege of being judged:

- Laura Ziskin, *Spider-Man, As Good As It Gets, Pretty Woman*
- Lauren Shuler Donner, *X-Men 1 & 2, Secret Life of Bees, Semi Pro*
- Sherry Lansing, former CEO of Paramount
- Greg Mottolla, *Superbad, Arrested Development*
- Julie Taymor, *Across the Universe, Frida, Titus*
- Robert Greenwald, *Outfoxed, Iraq for Sale, Wal-Mart: the High Cost of Low Price*

The top **three** finalists will premiere on StandUpToCancer.org – alongside content produced by top filmmakers, journalists and performers.

Deadline: ALL MATERIALS MUST BE **RECIEVED** BY August 1, 2008.

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ELIGIBILITY REQUIREMENTS

***PLEASE READ CAREFULLY**

1. No purchase necessary to enter or win.
2. Entrant must be eighteen (18) years old or older.
3. Submissions can be in the animation, live action narrative, or documentary genres.
4. The film must not exceed **3 minutes** in length.
5. The challenge is open to filmmakers who reside within the U.S.
6. The film must be in English, or subtitled in English.
7. The filmmaker must have or have secured ownership rights to all creative elements of the film, including concept, artwork, and music.
8. Each entry must be uploaded to SU2C.org by the August 1, 2008 deadline.
9. Incomplete entries will not be considered. A completed entry must include:
 - a. A completed online application.
 - b. A properly uploaded, uncompressed Quicktime file.
10. Videos will be judged according to the following criteria: emotional impact, artistic merit, and technical merit.
11. By submitting an application, the applicant agrees to the SU2C.org Film Challenge Rules and Regulations as well as the Terms and Conditions and Privacy Policy of SU2C.org Website.