



WOW TBay Photovoice Contest

Photovoice is a photography based active school travel promotion initiative that is organized by Thunder Bay District Health Unit (TBDHU) and EcoSuperior Environmental Programs.

Who can enter?

Elementary school aged students at any elementary school in Thunder Bay.

When does the Photovoice Contest start?

The WOW TBay Photovoice Contest runs from April 1 through May 27, 2022.

What will participants get for being involved in this contest?

- An opportunity to tell your story of how active school travel makes you feel or share your favourite thing about active school travel.
- A chance to have your photo displayed in an active school travel health promotion campaign and/or photo exhibit.
- A chance to win a Cycle computer, a wearable fitness tracker, or 1 of 2 bike accessory kits including a Yeti water bottle.

What types of photographs are eligible for entry?

Photos must relate to one of two categories:

1. "How does walking or wheeling to school make you feel?" Examples include, but are not limited to: happy, awake, proud, energized.
 2. "What is your favourite thing about walking or wheeling to school?" Examples include, but are not limited to: getting physical activity, spending time with friends, spending time outside.
- Photos must be your original photograph and nothing in the photo may be altered, removed, augmented, or re-arranged.

Important note: You retain ownership of the photographs that you submit and consent to TBDHU displaying and using your photographs for promotional purposes.

What are the prizes and how can you win?

- All submissions received before 11:59 pm April 19, 2022 will be eligible for an early bird draw with one (1) prize available (bike accessory kit). The early bird winner will be eligible to win a maximum of one (1) of the three (3) remaining prizes. A total of four (4) prizes will be available. All other prize winners will be drawn randomly on **May 30, 2022**. Your chances of winning depend on the number of other participants in the contest.
- Prizes include: Cycle computer, a wearable fitness tracker, or 1 of 2 bike accessory kits including a Yeti water bottle.



How to enter:

- Use a digital camera or cell phone to take pictures that relate to the active school travel categories described above and write a caption or short description of the story behind your picture.
- Email your photo and completed Participant Entry Information and Consent Form to wowtbay.photovoice@gmail.com.
- Each student may submit one entry.
- TBDHU will confirm receipt of all entries.

Who to contact for more information?

If you have any questions about this contest or this form please contact
April Hadley at 807-625-5970 or april.hadley@tbdhu.com



Important note: Participants are fully responsible for their own health and safety while participating in the contest and TBDHU will assume no liability for any loss or harm resulting from participation in this contest. TBDHU will disqualify entries that it determines, at its sole discretion, do not comply with the Contest Rules. Entries will be disqualified if they are incomplete or contain photographs that do not relate to the photovoice categories, are of poor quality, infringe intellectual property rights, are defamatory, obscene, or are otherwise objectionable or inappropriate.