



2014 Blue Star Challenge Submission Guidelines

DETAILS AND RULES

The National Colorectal Cancer Roundtable (NCCRT) is seeking entries to the *Blue Star Challenge*, a contest that seeks to recognize educational, inspirational and creative uses of the Blue Star. Our intent is to put the spotlight on those doing good work toward reaching the shared goal of ending the devastation of colon cancer, a preventable, treatable and beatable cancer. This year, we are celebrating 10 years of the Blue Star and want to see it really shine. Four entries will be selected for awards, based on merit. The winners will be announced this summer, and one will be invited to present at the 2014 NCCRT Annual Meeting, on November 21st in Bethesda, MD.

New this year! Thanks to Given Imaging, we are able to reward winners who have excelled in making the Blue Star a vehicle for education, awareness and action with a charitable donation. Our intent is that the donation be used to advance the good work being done to eliminate colorectal cancer as a major public health problem.

AWARDS

Grand Prize -- \$5,000 charitable donation on behalf of the winner (if the winner is a non-profit, they can receive the donation directly)

1st Runner up -- \$3,000 charitable donation on behalf of the winner (if the winner is a non-profit, they can receive the donation directly)

2nd Runners up (two prizes) -- \$1,000 charitable donation on behalf of the winner (if the winner is a non-profit, they can receive the donation directly)

WHO IS ELIGIBLE TO SUBMIT AN ENTRY?

Almost anyone can submit an entry! NCCRT members and non-members alike can participate. Nonprofits, corporations, individuals, community groups...anyone interested in raising awareness about this disease and how to prevent it. Note that the contest is only open to US residents 18 years and older.



GUIDELINES

The winning entries will be judged by a volunteer team on:

- Originality
- Ability to Spread Awareness
- Education
- Inspiration
- Evidence of Impact

CRITERIA

Blue Star Challenge entries must include the Blue Star prominently in the submission entry, as part of a colorectal cancer awareness or screening initiative, activity, display or message.

Applications should include:

- Brief overview of the activity, initiative or outreach effort including target audience
- Any pictures or graphics that help convey the power of the submission and how the blue star is used
- Evaluation data for the activity, if available, so we can clearly understand the impact of your activity or initiative. Examples of evaluation measures could include the following:
 - How many people attended or were impacted?
 - How many educational brochures or blue star branded items were distributed?
 - Was there media coverage?
 - Was there an impact on the screening rates in your community?
 - Was there an increase in the number of appointments made?

HOW TO SUBMIT AN ENTRY:

It's easy! Email a short description of your submission, along with any pictures to nccrt@cancer.org by May 30th, 2014. By entering, the entrant agrees that the NCCRT may promote the winning entries in any form of media. While we must receive a complete application via email, we encourage you to share ideas and efforts through social media channels by using the hashtag #BlueStarChallenge

You may also email nccrt@cancer.org with any questions.

GOOD LUCK EVERYONE!