In conjunction with World Stroke Day, which is held on the 29th October of every year, Pantai Jerudong Specialist Centre (PJSC), is hosting a creative design competition. This competition is aimed towards the creative industry and like-minded people to create something meaningful and impactful. In addition, we would like this to be an opportunity to raise awareness of a disease that is currently affecting our nation greatly. Stroke is one of the leading causes of death and disability in Brunei. Worldwide, #1in4 adults will have a stroke but being active can help decrease your risk. Together we can educate and motivate people to act, so #jointhemovement to raise awareness on stroke.

TERMS & CONDITIONS

- Duration of video is MAXIMUM of 1 minute.
- Video content must be relevant to World Stroke Day 2020 theme’s and awareness campaign.
- Video can be in a form of skits, animation, or motion design.
- Submission will be judged based on:
  - Innovation - does the video stand out, provide something new to the market
  - Aesthetics - artistic value of the composition. (Sound & Video Quality)
• **Impact** - the benefit of message delivered to the user and/or society by the video and the overall interaction with the user

• **Relevance** – does the message tie in with the theme

• **Originality** – no copyrighted materials used in the content of video

• **Adherence to MIB Concept** – modest attire and language

• Participant(s) must post their work on their own Instagram account, **tag** at least 3 **friends**, follow and tag @pjscbrunei.

• Use the hashtags **#pjscwsdvideo #1in4 #jointhemovement**

• More information about the campaign can be found at: [https://www.world-stroke.org/world-stroke-day-campaign](https://www.world-stroke.org/world-stroke-day-campaign)

• Submissions will only be accepted no later than **11:59PM, 21st November 2020, Saturday**.

• Top 3 contestants will be contacted and will receive their prizes on the **25th November 2020, Wednesday** at **Pantai Jerudong Specialist Centre** during the launching ceremony for World Stroke Day 2020 Campaign.

• Any disputes not covered by terms & conditions will be subjected to our World Stroke Day 2020 committee and any decisions made henceforth will be final.