



# JASMINE ALERT!

## Belize's Child Kidnapping Emergency Warning System

### NATIONAL JINGLE COMPETITION

#### INTRODUCTION

If you can sing, rap, or compose a good tune about the Jasmine Alert Program, then start submitting your entries. The competition is open to ALL. This Jingle must incorporate the theme of: "Because every second Counts and Every Child has value," reflecting the purpose of the Jasmine Alert Program at the same time.

Since a jingle is a memorable slogan, set to an engaging melody, the participants need to write original lyrics and give it a catchy tune.

The purpose of this contest is to further advance the effectiveness of the Jasmine Alert Awareness Campaign which was launched December of last year as we Celebrate the Jasmine Alert Program's Anniversary, a Memorial for Jasmine Lowe and other children that have been victims of Kidnapping/Abduction, Rape and/or Murder.

#### COMPETITION RULES

- ✓ Entries can be written in English/ Spanish or Creole
- ✓ It can be sung solo or with friends, with a choir or band, in unison or harmony, with accompaniment or a cappella
- ✓ Each jingle should not exceed 45 seconds
- ✓ You are to perform your jingle at the Jasmine Alert Awareness Campaign & Concert on the set dates or send someone in your place
- ✓ We offer to provide musical accompaniment but the participant is free to use his/her own if he/she desires.
- ✓ Judgment will be on the basis of Originality, Best use of Lyrics and Musical Performance (not mandatory).

#### COMPETITION CATEGORIES

- ✓ ALL can apply.

#### CONTEST RESOURCES

You may use the following website to obtain more information on the Program: [www.JasmineAlert.com](http://www.JasmineAlert.com)

#### EVALUATION OF THE JINGLE

1. **Creativity:** Does the Jingle capture the spirit of the Theme? Is it unique? Interesting? Fun?
2. **Simplicity:** Can people easily remember and sing it?
3. **Functionality:** Is it appealing to people of all ages and backgrounds?



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### **RESULTS**

Winners/ Runners Up and price packages will be announced at the event on the following dates and Regions:

- Friday, 28th June 2013 – 10:00am to 8:00pm – Orange Walk
- Saturday, 29th June 2013 – 10:00am to 8:00pm – San Ignacio
- Saturday, 6th July 2013 – 10:00am to 8:00pm – Belize
- Saturday, 13th July 2013 – 10:00am to 8:00pm – Punta Gorda

We reserve the right to use entries for publication or promotional purposes. Photographs of the winners together with their names may be used in publicity campaigns.

**Contact information and Jingle audio file must be submitted no later than**

- ✓ **2:00pm on June 28<sup>th</sup>, 2013 – Orange Walk Entries**
- ✓ **2:00pm on June 29<sup>th</sup>, 2013 – San Ignacio Entries**
- ✓ **2:00pm on July 3<sup>rd</sup>, 2013 – Belize Entries**
- ✓ **2:00pm on July 11<sup>th</sup>, 2013 – Punta Gorda Entries**

All Entries are to be submitted electronically and sent to [secretary@jasminealert.com](mailto:secretary@jasminealert.com) with your contact info.