

Sidewalk Chalk Film Competition

Erasing Childhood Cancer

The Sidewalk Moving Picture Festival and Charter Communications present the Sidewalk Chalk Film Competition. Create a short film that raises awareness of pediatric cancer. The winning filmmaker will receive \$5,000 cash prize and finalists will be screened at the 2008 festival!

WHAT: Make a short film
WHEN: Due by September 22, 2008
WHO: Anyone!
THEME: *Curing Childhood Cancer*
HOW: For an entry form or further details, visit sidewalkfilm.org, or call Natalie at 205-324-0888.

Guidelines:

- Entries should not exceed 5 minutes in duration. There is no minimum duration requirement.
- Projects will be evaluated based on their overall content, the adherence to subject matter and criteria and the degree to which the mission of the project is successfully communicated in an emotionally compelling manner. The winning project will be the most relevant, poignant, and emotionally impacting of all entrants.
- **Projects of all genres and styles are welcome, including, but not limited to, documentaries, narrative, and experimental.** Some examples include:
 - A documentary that chronicles the life of Janie Sims and the beginning of the foundation, complete with family interviews.
 - A narrative that tells the story of Judy Smith as she competes at the Summer Olympics, complete with flashbacks of her as a child as she struggled to survive cancer.
- There is no minimum runtime, but submissions must be no longer than five minutes. All entries must be submitted as a DVD. Finalists must provide a digital video version for screening at the festival.
- **All entries must be accompanied by a 30 second trailer, which must be submitted on a separate disc.**
- All entries are due by September 22, 2008

The winner will be announced at the 2008 Sidewalk Moving Picture Festival (September 26-28). The winning filmmaker will receive a handcrafted cast-iron award sculptures designed by resident artists of Birmingham's historic Sloss Furnaces and a cash prize of **\$5,000**, so grab a camera, open your mind and your heart, and help Sidewalk and Charter put and end to pediatric cancer.

Charter Communications is dedicated to Curing Childhood Cancer. Every school day, 46 young people are diagnosed with cancer in the United States. Charter is heavily involved with the Janie Sims Foundation, a non-profit organization that supports groups, organizations, and individuals that provide aid, comfort, education and recreational experiences to children with cancer and their families. Therefore, participants in the Sidewalk Chalk contest are asked to create a short film that serves to raise awareness on pediatric cancer.

SIDEWALK CHALK REGISTRATION FORM

DIRECTOR'S NAME:	
ADDRESS:	
CITY, ST ZIP:	
PRIMARY PHONE:	
E-MAIL:	
FILM TITLE:	
RUNTIME:	
GENRE (PLEASE CHECK ONE):	<input type="checkbox"/> Documentary <input type="checkbox"/> Narrative
SYNOPSIS:	

I am hereby entering the Sidewalk Chalk contest sponsored by Charter Communications.

Submission to the Sidewalk Chalk contest ("Sidewalk") constitutes an agreement with all festival terms and conditions, and permission to exhibit the work during the festival if selected as a finalist. Entrants warrant that they have the legal right to submit the work to Sidewalk, that all statements made in this application are true and accurate, and that all necessary rights and clearances have been secured to exhibit the work in theatrical release, broadcast, television, podcast, VHS/DVD compilation and/or the internet.

Sidewalk reserves the right to determine the final eligibility of any work submitted. Eligible works must not have been publicly exhibited in the Greater Birmingham Metropolitan Area prior to the 2008 festival dates. Work accepted to screen at the festival will be judged at the festival.

All submissions must be on DVD. If a film is accepted as a finalist, the participant must acquire a digital video for screening purposes. Sidewalk can only provide return shipping via ground delivery within the United States. Although every possible care will be taken with exhibition material in our possession, neither Sidewalk nor the Alabama Moving Image Association, Inc. (AMIA) accepts responsibility for loss or damage. Submission does not guarantee that the entry will be accepted to the festival for a screening.

Participant hereby grants Charter Communications and the AMIA the non-exclusive right to screen, show, exhibit, broadcast, or disseminate in any way possible, including but not limited to theatrical release, broadcast, television, cable television, podcast, VHS/DVD compilation and/or the Internet; and the right to publicize any project of the AMIA using the name or the images of the Film.

Participant acknowledges that participation in Sidewalk Chalk is without remuneration or compensation whatsoever, other than any publicized prizes.

Signature: _____ Date: _____

Please mail, fax or deliver your Entry Form by **SEPTEMBER 22** to the Sidewalk office located at:
 Sidewalk Chalk Contest / 2312 1st Avenue North / Birmingham, AL 35203 / fax: 205-324-2488

PEDIATRIC CANCER FACTS

- Cancer is the leading cause of death from disease in children between the ages of 1 and 19.
Source: American Cancer Society and National Cancer Institute SEER Report
- On average, each day, somewhere in America, there are seven children suffering from cancer, fighting for their lives, who won't live through the day.
Source: American Cancer Society and National Cancer Institute SEER Report
- Every school day, about 46 young people are diagnosed with cancer in the United States.
Source: National Cancer Institute SEER Cancer Statistics Review 1975-2003
- 12,000 children every year are diagnosed with some form of cancer and 35% do not survive.
Source: National Childhood Cancer Foundation
- The incidence of childhood cancer has increased every year for the last 25 years.
Source: National Childhood Cancer Foundation
- Young patients often have a more advanced stage of cancer when first diagnosed. Approximately 20% of adults with cancer show evidence the disease has spread, yet almost 80% of children show that the cancer has spread at diagnosis.
Source: American Cancer Society and National Cancer Institute SEER Report
- The National Cancer Institute's (NCI) federal budget for 2003 was \$4.6 billion. Of that, breast cancer received 12%, prostate cancer received 7% and all 12 major groups of pediatric cancers combined received less than 3%.
Source: National Childhood Cancer Foundation Annual Report 2003
- Many treatments discovered for pediatric cancers have later been applied to the care of adults, too.
Source: National Childhood Cancer Foundation
- Despite recent medical advances, cancer accounts for the deaths of more children than all other pediatric diseases combined and supersedes all other causes of death among children except accidents. From brain tumors to cancers of the kidney and immune system, the disease continues its insidious disruption of the childhood of one in every 330 kids, as the rate of new diagnoses increases by 1% each year. Nonetheless, pediatric cancer is sometimes overlooked due to the unpleasant association of cancer and children.
- Funding for cancer research exemplifies this fact: A recent study revealed that pediatric AIDS research garners more funds than cancer research, although the incidence of childhood cancer is fifteen times greater than that of pediatric AIDS.
- Research is crucial to treatment of the disease, as demonstrated by the current cure rate of approximately 60 – 70 % for most forms of pediatric cancer. Research enables doctors to gauge the risk of each patient's cancer and thus design the least toxic treatment program, as well as help oncologists to surmount the increasing incidence of multi-drug resistance. Funding for research also permits oncologists to explore the genetic foundations of the disease and the cellular mechanisms that may trigger the expression of oncogenes that activate the formation of tumors.



About Charter Communications:

Charter Communications, the 3rd largest broadband company in the United States, provides a full range of advanced broadband services, including cable television, high speed internet and telephone. Charter Business™ provides business to business video, data and Internet protocol (IP) solutions. Advertising and production services are sold under the Charter Media brand. Within Alabama, Charter Communications serves 212 local communities and operates over 16,000 miles of cable plant, making it the largest cable operator in Alabama. Charter is honored to continue its commitment to Curing Childhood Cancer with annual license tag purchases for its entire fleet, production and airing of PSAs to support awareness, bill messages, employees' incentives, community projects and other related campaigns in the battle to Cure Childhood Cancer.

About Curing Childhood Cancer:

The Janie Sims Children's Foundation is a non-profit organization dedicated to helping children with cancer and their families. Janie's Foundation supports the groups, organizations and individual volunteers that provide aid, comfort, education and recreational experiences to these children and their families. The Janie Sims Children's Foundation is committed to supporting and funding research toward a cure for pediatric cancer. The Janie Sims Children's Foundation is a 501 © (3) non-profit organization and donations are tax deductible. For more information about **Curing Childhood Cancer, The Janie Sims Foundation** or to find out how you can help, contact Dan Sims at (205) 218-7452, or visit: www.curingchildhoodcancer.com.