

2014 Heart to Heart Video Contest Fact Sheet

About the 2014 Heart to Heart Video Contest

Infertility is an all-too-common reality for patients looking to create a family. It is estimated that 6.1 million women in the U.S. struggle to get pregnant. The [2014 Heart to Heart Video Contest](#) encourages patients living in the U.S. who have struggled with infertility to share their story of becoming a parent for a chance to win up to **\$10,000 toward their child's education**. Contest rules can be found at www.hearttoheartcontest.com.

Prizes will include:

- 1 Grand Prize—**\$10,000 educational fund** (as a 529 or similar savings plan) for your child
- 4 Runner-Up Prizes – **\$4,000 educational funds each** (as a 529 or similar savings plan) for your child

How to Enter the 2014 Heart to Heart Video Contest

Entering the 2014 Heart to Heart Video Contest is easy. By **August 31, 2014**, complete the following:

- Create and upload a short, creative video essay (details below)
- Complete the online contest application, which can be found by visiting www.hearttoheartcontest.com
- Upload the consent form and medical confirmation and physician information release form which can all be found on the contest website

Video Essay Requirements

The video essay is your opportunity to make your submission stand out. We encourage you to creatively share the story of your triumph over infertility with a video that fits the theme “Have Heart, Share Hope,” both capturing your journey to parenthood and giving others hope through the difficult experience.

Video essays must meet the following requirements:

- Length should not exceed 3 minutes
- Video should not include copyrighted music – a selection of non-copyrighted music options are available for download at www.hearttoheartcontest.com
- Medications may not be mentioned by brand name: please refer only to “Ferring fertility product(s)”
- There may be no mention of physician/ practice/ pharmacy names or third-party organizations
- Video should be one of the following formats: .mov, .mpeg4, .avi, .wmv, .flv, .3gpp, .webm

About the Judging Process

After the submission deadline on **August 31, 2014**, the judging process will happen in two steps:

- *Step 1:* A judging panel of reproductive professionals will choose 5 finalists based on the following criteria:
 - Showcases goal of becoming parents (40%)
 - Encompasses the theme of **Have Heart, Share Hope** (40%)
 - Creativity (20%)
- *Step 2:* The finalists' entries will be posted on www.hearttoheartcontest.com followed by an online voting period where friends, family and the public can view your story and cast their vote.

Timeline

Entry submission period	April 21 – August 31, 2014
Finalists are notified	October 2014
Public voting period	November 2014
Winner announced	January - March 2015

For more information about the 2014 Heart to Heart video contest, visit www.hearttoheartcontest.com.