



## **B.A.B. Family Challenge**

### **Official Rules and Regulations**

#### **1. Challenge Overview**

Families will create a powerful one-minute public service announcement (PSA) focused on reducing gun violence. Submissions must incorporate *Barbers/Ballers Against Bullets Comic Book, Issue Two* and deliver a message that helps prevent violence before it starts.

#### **2. Eligibility**

- Open exclusively to Alabama families that include at least one child and one adult (parent and/or legal guardian)
- Only one (1) entry per family is permitted
- By submitting an entry, families grant the Agency for Substance Abuse Prevention (ASAP) permission to use submitted videos, images, and likenesses for educational, promotional, and community-based purposes

#### **3. How to Obtain the Comic Book**

Families must request the official *B.A.B. Comic Book, Issue Two* by contacting:

Email: [guieralane12@gmail.com](mailto:guieralane12@gmail.com)

Phone: (256) 831-4436

Only PSAs that clearly incorporate official *B.A.B. Comic Book, Issue Two* content will be eligible for judging.

## 4. Video Requirements

Each PSA must:

- Must be sixty (60) seconds (only 60 seconds)
- Promote gun-violence prevention and/or reduction
- Be original content created by participating family members
- Be appropriate for all audiences

## 5. Content Restrictions

Submissions may NOT include:

- Real weapons or realistic weapon replicas
- Graphic, violent, or threatening imagery
- Profanity or hate speech
- Dangerous, illegal, or unsafe behavior

Messages should emphasize prevention, responsibility, safety, unity, and community well-being.

## 6. Submission Rules

Completed PSAs must be submitted to:

Email: [socialmedia.asap1@gmail.com](mailto:socialmedia.asap1@gmail.com)

**(Must include full name of parent/guardian, phone number, and physical address)**

All entries must be received by: **March 20, 2026**

Late submissions will not be accepted.

## 7. Judging Criteria

Submissions will be evaluated based on:

- Clarity and effectiveness of the prevention message
- Creative integration of *B.A.B. Comic Book, Issue Two*
- Originality and storytelling
- Evidence of family collaboration and participation

Judging decisions are final.

## **8. Prize**

One (1) winning family will receive a trip to Walt Disney World for up to four (4 maximum) individuals, consisting of children and their parent(s) and/or legal guardian(s).

The prize includes:

- Round-trip transportation
- Hotel accommodations
- Park admission tickets
- Five (5) days and four (4) nights

The prize does not include:

- Meals
- Souvenirs
- Personal or incidental expenses

Travel dates are subject to availability and coordination with ASAP.

## **9. Winner Requirements**

By accepting the prize, the winning family agrees to:

- Provide video and/or photo updates during the trip that highlight the B.A.B. initiatives
- Grant permission for ASAP to use these materials for promotional, educational, and community storytelling purposes

Additional reasonable requirements related to documentation, scheduling, or promotional participation may be requested to support program goals and prize fulfillment.