

# CALL FOR EUROPEAN AIDS VIDEO CLIPS

Submitted by: Starfish Communications

Tuesday, 28 July 2009

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TV and video clips are being sought for a European AIDS Video Clip Competition right across Europe for the first time. Formerly just held in Germany, entries are invited from anywhere in Europe this year.

'Clip & Klar Europe 09' is a creative competition hosted annually by the German Federal Centre for Health Education (BZgA) with the aim of raising and strengthening awareness around the issue of HIV/AIDS prevention.

The competition seeks film and video clips no longer than 60 seconds in length that creatively and sensitively address the topic of AIDS and HIV prevention by reinforcing awareness to a broader public. They can be carried out in the form of documentary, narrative or similar productions.

Most importantly, the productions should be original, address young viewers and encourage an active awareness of Aids and Aids prevention. Live action animation, computer-animated films or a combination of these techniques, even short films that communicate their message without dialogue are welcome.

A prominent European jury will decide which clips will take the prizes. Three prizes will be awarded in each of the two main categories:

'Best National T.V. and Cinema Campaign against AIDS'

and

'Best AIDS Video Clip by a Filmmaker or Film Student'

Winners can look forward to cash prizes ranging from €2,000 - 5,000.

The official announcement of contest-winners will take place at the awards ceremony to be held at the Gloria Theater in Cologne on November 12th, 2009. The event is kindly supported by Deutsche AIDS-Hilfe e.V., Deutsche AIDS-Stiftung and Aidshilfe Köln e.V.

The deadline for entries is 8 September 2009 and entry regulations can be downloaded at [www.clipundklar-bzga.de](http://www.clipundklar-bzga.de)

Over 33 million people world-wide are either infected with the HIV virus or suffering from the disease itself - AIDS. World-wide, every 12 seconds a person is newly infected with HIV. For this reason AIDS is still one of the most life-threatening diseases for which there is neither a cure, nor vaccination. Therefore, protection against HIV / AIDS is essential, even if the face of AIDS has changed today.

It is for these reasons that the BZgA announces its Europe-wide call for submissions to the European AIDS Video Clip Contest "clip & klar europe 09".

Since 1987, Germany has been active in campaigning in the fight against HIV/AIDS, both in European and

international sectors.

All entries will be shown on the website [www.hivisible.eu](http://www.hivisible.eu)

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