

My Co-op Rocks! Video Contest

Co-op fans encouraged to share the ways their co-op rocks

BY MARI ROSEMAN

Lights, camera...arugula! National Cooperative Grocers Association (NCGA) is inviting co-op shoppers to submit videos in a nationwide "My Co-op Rocks!" contest, in which fans get to share the reasons they love their local food co-op. Submissions will be accepted online beginning March 1 at www.MyCoopRocks.coop, and \$3,500 in prizes will be awarded to the best videos in "people's choice" and "judges' choice" categories.

The contest is designed to raise the local and national visibility of food co-ops and engage co-op shoppers/members in telling the co-op story in their own words. The contest is also open to co-op staff; in fact, NCGA is providing an incentive to encourage members to create and upload their own video entries to jumpstart the contest.

"We are very excited about this contest," comments Kelly Smith, NCGA director of marketing. "We hope to appeal to people of all ages, but particularly those in the Gen Y demographic, who share our values around sustainability, authenticity, and community. Personal stories are so compelling, and we know there are many great ones out there. A video contest seems like a great vehicle, and we're looking forward to seeing participants unleash their sense of humor and creativity!"

Just how creative can participants get with their videos? Whether shooting with a cell phone or in high-definition, one's own imagination is the only limit. NCGA offers several suggestions for a Top 10 list, but participants may



also create their own Top 10 list, or develop an original theme.

Top 10 suggestions from NCGA

- Top 10 reasons I love my co-op
- Top 10 goods at the co-op
- Top 10 funniest sights at my co-op
- Top 10 ways to get a date at the co-op
- Top 10 reasons to become a co-op member
- Top 10 reasons why shopping at a co-op is just better

Many NCGA member co-ops are holding a local version of the national contest as a way to further engage their community members. Get in the action! It's time to celebrate the qualities and quirks that make your co-op an integral part of your community. Submit your video(s) online from March 1 to April 17, 2009. For more contest information and to view video entries, please visit www.MyCoopRocks.coop. ■

CONTEST OVERVIEW

Theme: Top 10 reasons why your co-op rocks or your own original theme

Entrant: Must be 18 years or older and a U.S. resident

Submit: To the website www.MyCoopRocks.coop

Video specifics: Files must...

- Be in one of these formats: mpg, .mpeg, .avi, .divx, .mp4, .flv, .wmv, .rm, .mov, .asf, .swf
- Not exceed two minutes in length
- Be between 100 MB (recommended) and 500 MB (maximum)

Deadline and restrictions: Contest runs March 1 to April 17, 2009. Enter as often as you wish

Prizes: People's Choice and Judges' Choice awards:

1st place: MacBook, 2.1 GHz

2nd place: \$500 co-op gift card, redeemable at your local NCGA member food co-op

3rd place: FlipMino HD (mini digital camcorder)

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