



What is #iamgb?

(I am Girls' Brigade) is A GB International initiative for 2015-16. Through it the GBI team will gather stories from GB members around the world to create a short GB film that every Fellowship, country and local area will be able to use as a media tool.

The film will be pictures, statements and stories shared by girls and women, direct to camera. It will reveal the diversity and breadth of GB around the world, AND will speak out about the positive way that Girls' Brigade transforms lives and enriches the world!

The film will then be used as part of a social media campaign entitled #iamgb, so that as many GB members as possible can join in a worldwide conversation that shares how GB transforms lives!

How can I be part of the #iamgb story?

Any member of GB of any age can take part. Here's how:

1. As an individual:

- Complete the sentence – 'Because of GB, I am[insert words].

Top tip.

- Keep it short. Use only 1 – 4 words

Here's an example: *Because of GB, I am exploring* or *I am discovering, I am confident, I am fearless....*

- Once you've completed the sentence, write down your word(s) on a piece of paper and ask a friend to take a photo of you holding it.

Top tips:

- Make sure you write the words in a large font that is readable in the photo.
- If you want, you can decorate it too

- Please also share your transformation story in greater detail (no more than 200 words) via email.

Top tips:

- Tell us why have you chosen this statement
- Tell us what has been the difference that GB has made in your life

2. As a company, country or fellowship: We would love to receive some short (30 second) film clips of children, young people and leaders sharing how GB has transformed their life.

Top tip

- If you are holding a camp or planning an exciting activity use this as a an opportunity to get your 'in action' shot on film

For example, a girl on a zip wire shouting '*Because of GB, I am fearless!*'

What will the GBI team do with these photos and film clips?

We will use the best quality and most dynamic video clips and photos to create a short film called the **#IAMGB story**.

- It will be available free for any person and country to use as a way of promoting GB. You could share it on the internet, show it in your community or even on TV.
- We regret that we may not be able to use all the photos and videos but we will try our best.
- The written transformation stories will also be uploaded on to the GB Worldwide website.

What are the technical requirements for the photos and film clip?

Photos: Please submit one single photograph with a high resolution of at least 300dpi (in TIFF or JPEG format).

Film clip: Please submit a film clip (of no more than 30 seconds) that is suitable for reproduction on website in MP4 format.

Please ensure that you have parental consent!

How do I send it in?

Please submit your photo/video clip via email (home@gbworldwide.org) along with the following details:

- Your full name
- GB company
- Country
- Email address
- Date of Birth
- And an up to 200 word explanation.

If you're on social media, we'd also encourage you to share clips and photos using the #IAMGB hashtag. (However please note that official submissions are only through email).

What is the deadline?

All entries **MUST** be in by **29 February 2016** – so let's get started!

When will we see the #iamgb story?

GBI plans to launch the #IAMGB story **on** the 2016 International Day of the Girl - **11 October 2016**

