

Video Contest Focuses on Sustaining Marriage

There's plenty of talk about the attack on marriages and family. Now, the Ruth Institute, a project of the National Organization for Marriage Education Fund, is encouraging creative young adults to become part of the solution with a video contest.

The Ruth Institute just launched its first annual Reel Love Challenge, a video contest for young adults aged 18 to 30. The contest is open to all young adults, married or single, male or female, in college, out of college, or never been anywhere near a college. This contest offers a platform for a generation to offer ideas about what sustains love over a lifetime.

"Marriage will be what your generation makes it," says Dr. Jennifer Roback Morse, founder and president of The Ruth Institute. "Divorce, adultery, even incest are all over the news. I urge all emerging adults to take matters into their own hands and begin to create a culture of fidelity and love."

Roback says the Reel Love Challenge gives young adults a forum to start asking and answering, the right questions, such as "What makes lifelong love possible?" and "Why is it worth the effort?" She says the videos can be professional looking, or just done with a cell phone camera. The Ruth Institute is more interested in content, thoughts, and ideas, than Hollywood production quality.

Here's the skinny on entering the contest: Submit a video that runs from 30 seconds to three minutes on the Reel Love Challenge Web site. The video should answer either or both of these questions: What makes lifelong love possible? Why is it worth the effort? Contestants should enter soon and take

advantage of the Early Bird Contest: \$100 to the first 7 videos submitted before January 6, 2011.

The Reel Love Challenge Video Contest ends on February 1, 2011. The first-prize winner will receive \$2,000. The second-prize winner will receive \$1,500. The third place will receive \$1,000. Winners will be announced mid-February.

Do you think video contests like this can raise awareness among a generation about the value of marriage and family?