

# Reels Contest - 2024

- **Reels should not exceed more than 30 seconds**
- **One reel per membership**
- **Follow the KAW Inaugural theme - Nirakkoottu (Celebration of life with colors/seasons/people/culture/music)**
- **Judging criteria will focus on popularity, creativity, content quality, and editing proficiency**
- **A panel of judges will evaluate the submissions and select three winners**
- **The results of the competition will be announced during the KAW Inaugural event on April 20th**
- **Winners will be awarded cash prizes**
- **The video description should include the hashtags #kawrirakkoottu and #20April2024**
- **Participants must complete the registration before April 18th**



**Kerala Association of Washington**

[www.kaow.org](http://www.kaow.org)