

## Who?

Stewards! Any person ages 14-21  
*see next page for details*

## Where?

Johnson Nature Center  
3325 Franklin Road  
Bloomfield Hills, MI 48302

## When?

Saturday, April 23  
12noon - 2pm

## What?

Summer Camp Stewards are invited to participate in an epic TikTok challenge. Your mission is to make a Tik Tok outlining who can best promote CAMP spirit for a chance to become the site's TripleC (Camp Content Creator).

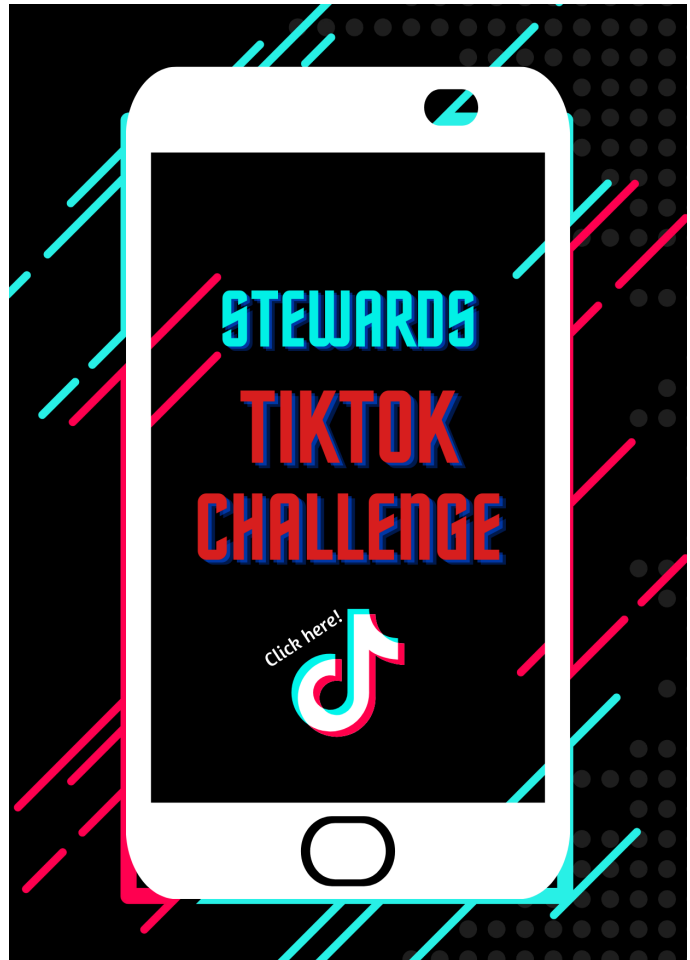
The winning video will be featured on our social media accounts, receive never ending bragging rights and become the **Stewards Summer Camp Content Creator!**

The TripleC will receive an 'all access' media badge, allowing them to come to camp anytime throughout the summer to capture special camp moments and create content.

Click here to view our [TikTok](#).

## How? Steps to Participate:

- [Sign up to be a Steward](#). You should complete the registration form prior to April 23.
- [Sign up for the Tik Tok Challenge](#)



## Directions

- During the Camp Open House/Earth Day event, you will capture media on-site and create a promotional TikTok of summer camp related content. Some ideas include:
  - Why be a steward, what's the best part about camp, what makes our summer camp special, things to do at camp, the DOs and DON'Ts of camp, etc.
  - You are not limited to these examples; this is your chance to let your creativity shine and show off your content-creator abilities.
- You may continue editing and adding creative touches to your video in the days following camp open house. All submissions are due by Sunday, April 24 11:59pm.
- To submit your video: upload to TikTok and tag @AdventuresOfCamp and include #TripleCChallenge, #JNCCamp, #BowersFarmCamp in your caption.
- We'll notify the winner for each site via email on Friday, April 29 by 5pm.

## Challenge Guidelines

- Each participant must submit their own individual TikTok, but you can work with and/or feature other Stewards or people (e.g., family members or friends) in your video.
  - All participants must have a media release on file
  - Completing your Stewards registration prior to April 23 will ensure that we have your media release on file.
- You may use costumes, props, or other materials, provided that you follow [leave no trace principles](#).
- Expectations Content of the videos should be school appropriate and not disrupt visitors of the nature center

## Participant Expectations

- Participants must commit to completing at least 1 cohort camp
- All content captured must be in compliance with the camp media release agreement
- All media/content must be captured on site. Editing off site or at home is allowed
- Participants will not have access to the camp tik tok account and they are expected to send/share videos. Staff will make posts to the account.