



Calling all LEGO Fans!

Do you love building with LEGO® bricks and capturing your creations with amazing photos? Do you love the holiday season? Now is your chance to showcase your creativity in our Bricks and Minifigs, Orlando South **Brick the Halls LEGO® Photography Contest!** Participants are invited to create and photograph their own unique Lego Christmas-themed scenes. This is a great opportunity to showcase your builds and photography skills while meeting and competing against fellow LEGO® fans, as well as enjoying the holiday season.

How do I participate in the contest?

Just upload your picture to your social media (Facebook or Instagram) and you must tag us in a FB upload (Bricks & Minifig Orlando South) or *collaborate* with us on IG (@bamorlandosouth) and use the hashtag **#BricktheHallsBAMOrlandoSouth**. You must also tag two of your friends that are LEGO® fans. Things to consider:

- Photos must be high-resolution and clear.
- Each photo must include LEGO® elements which can include but is not limited to, complete sets, combination of sets, LEGO® bricks, LEGO® minifigures, or any other licensed LEGO® product.

What type of photos are we looking for?

We are looking for photos that feature LEGO® sets and/or bricks as well as minifigs, in creative, fun and unique ways, in a holiday setting. The scenes could range from Santa's workshop to a holiday party, a cozy winter cabin, or even a Lego Christmas tree decorated with mini-figures.

How many photos can be submitted?

You may submit up to a total of three (3) images that you have taken yourself.

Who is eligible?

- It is open to all ages
- If you are under 18 you must have parental consent and if you are selected the winner an adult must be present with you at the time of collecting the prize.
- You must also be following our store (Facebook: Bricks & Minifigs Orlando South | Instagram: @BamOrlandoSouth) on social media

What types of content are not acceptable?

- Photos that include offensive or threatening content.
- Collages of multiple images
- Photos featuring brands or trademarks that are not licensed by LEGO®

- Images that have been altered with AI

How will the contest work?

- You can upload your pictures starting November 15 and ending December 13th. Out of all the entries our judges will be selecting the top 5 photographs. These contestants will be invited to bring their photo to our store on Sunday, December 22, where we will have a mini exhibition and select the winners.

What are some ideas for the photo?

- Santa's Workshop
- LEGO Christmas Village
- Gingerbread House
- Christmas Tree Decorating Party
- Snowball Fight

What are the judging criteria?

Photos will be judged based on:

- Creativity: how unique and imaginative the scene/idea is.
- Photography Skills: Composition, lighting, and clarity of the photograph.
- Uniqueness: how unique was the shot and the photo.

What are the prizes?

- First place: will receive \$75 store credit
- Second place: will receive \$40 Store Credit.
- Third place: will receive \$25 Store Credit.