



1. **What is the "Beauty Is An Inside Job" contest?**

- This contest is part of the 26th Women's Image Awards, designed to celebrate stories of kindness that reflect inner beauty. Participants can submit their stories as written entries or videos.

2. **Who can enter The Beauty is An Inside Job Contest?**

- The contest is open to everyone who has a meaningful story of kindness to share. There are no restrictions based on age, race, gender, or location. We welcome kindness in its many forms.

3. **What are the contest entry requirements?**

- **Submission Format:**
 - **Written Story:** A written story of kindness, no longer than five paragraphs. You may include photos to support the narrative.
 - **Video:** A video submission, with a maximum duration of two minutes.
- **Content Theme:**
 - Entries should focus on showcasing a story of kindness that reflects inner beauty.
- **Submission Method:**
 - Contestants send entries via email to **Beauty@TheWINAwards.com**.
- **Contest Period:**
 - The contest runs four weeks: from **September 15th to October 15th, 2024**.
- **Entry Submission Limit:**
 - Each participant is limited to **one entry** submission.

4. **How do I submit my entry?**

- Submit your entry via email to **Beauty@TheWINAwards.com** during the contest period (September 15th to October 15th, 2024).

5. **What criteria will be used to judge the entries?**

- Entries will be judged based on the following criteria:
 - **Story Impact:** How powerful and moving the story is in conveying a message of kindness and inner beauty, and the emotional connection it creates with the audience.
 - **Originality:** The uniqueness and creativity of the story or video, and how distinctively kindness is portrayed.
 - **Clarity and Coherence:** How clearly the story or video communicates its message, and the organization and flow of the narrative.

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- **Relevance to Theme**: How well the entry aligns with the contest's theme of "Beauty Is An Inside Job," and the extent to which it reflects inner beauty and kindness.

- **Media Quality**:

- For written stories: the quality of writing, including grammar and structure.

- For videos: the visual and audio quality, as well as overall production value.

6. How will the judging process work?

- Our panel of Beauty Judges will evaluate 30 pre-selected entries based on the judging criteria. Judges will score these entries to select the top three finalists.

7. Is there a limit to how many entries I can submit?

- Yes, each participant is allowed to submit only **one entry**.

8. What happens if my entry is selected as a finalist?

- The top three finalists will be recognized during the Women's Image Awards ceremony on October 23rd, 2024, in Los Angeles.

9. What do Beauty Judges do?

- Beauty Judges promote the contest on their social media, evaluate the top 30 entries, and score them to help determine the finalists. They will also be honored as VIP guests at The 26th Women's Image Awards on October 23, 2024 in Los Angeles.

10. Will my entry be shared publicly?

- By submitting your entry, you agree that your media may be shared publicly on the Women's Image Network and Beauty Judge social platforms and during the awards ceremony.

11. Can I edit my entry after submission?

- Once submitted, entries cannot be edited. Please ensure your submission is final before sending it.

12. How can I become a Beauty Judge?

- If you are a beauty brand or influencer interested in becoming a Beauty Judge, please reach out to us for more details.

13. Who do I contact if I have more questions?

- For additional questions, please email us at **Beauty@TheWINAwards.com**. We're here to help!

14. What is the Women's Image Network (WIN)?

- WIN is a non-profit organization dedicated to promoting gender parity and inclusivity in media. Since 1993, WIN has produced The Women's Image Awards to celebrate outstanding film and television that challenge stereotypes.



Beauty Is An Inside Job participants own all rights to their submitted story entry.

Women's Image Network (WIN) charges no financial fee to enter contestant material.

Contestants must follow WIN on social media (Instagram or Twitter (X)) and permit others to share their submitted media.

Contest Entry Requirements:

1. Submission Format:

- Participants can submit their entries in one of two formats:
 - **Written Story:** A written story of kindness, no longer than five paragraphs.
 - **Video:** A video submission, with a maximum duration of two minutes. All videos should be recorded in landscape mode (turn cell phone sideways).

2. Content Theme:

- Entries should focus on showcasing a story of kindness that reflects inner beauty. The Beautiful Stories of Kindness must be true, original and verifiable. Fictionalized stories will be discarded.

3. Submission Method:

- All entries must be emailed to Beauty@TheWINAwards.com no later than October 15, 2024. No material will be returned but media ownership remains in its creator's hands.

4. Contest Period:

- The contest runs from **September 1st to October 15th, 2024.**

5. Additional Media:

- Written stories can include photos to support the narrative.

Please ensure that submissions are within the specified length and adhere to the theme of kindness and inner beauty.

Each participant is limited to **one entry** submission for the "Beauty Is An Inside Job" contest.

Judging Criteria: The judging criteria for the "Beauty Is An Inside Job" contest will focus on the following key aspects: (more)

1. **Story Impact:**

- How powerful and moving the story is in conveying a message of kindness and inner beauty.
- The emotional connection it creates with the audience.

2. **Originality:**

- The uniqueness, authenticity and creativity of the story or video.
- The distinctiveness in how kindness is portrayed.

3. **Clarity and Coherence:**

- How clearly the story or video communicates its message.
- The organization and flow of the narrative.

4. **Relevance to Theme:**

- How well the entry aligns with the contest's theme of "Beauty Is An Inside Job."
- The extent to which it reflects inner beauty and kindness.

5. **Presentation Quality:**

- For written stories: the quality of writing, including grammar and structure.
- For videos: the visual and audio quality, as well as overall production value.

Judges will score each entry based on these criteria to select the top three finalists.

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IN ADVANCE OF OUR OCTOBER 23RD AWARDS CEREMONY,

WIN IS LAUNCHING AN ONLINE 'BEAUTY CONTEST' CELEBRATING THOSE WHO

DO GOOD AND LOOK GOOD DOING IT.

PARTICIPANTS FROM ALL AGES AND WALKS OF LIFE BEAUTIFULLY SHARE THEIR GOODNESS

VIDEOS. WHILE CONTESTANTS MAY HELP ANIMALS, THE EARTH OR ITS RESIDENTS,

ALL FOUR FINALISTS WILL ADVOCATE FOR OR CREATE

ETHICAL BEAUTY.

TOP ETHICAL FASHION PARTNERS WILL SELECT FOUR WINNERS FROM FOUR AGE GROUPS:

TEENS, TWENTIES, THIRTIES AND FORTY-PLUS. CONTEST ENTRANTS WILL SUBMIT THEIR

WORK AND IMAGES SHOWING EXAMPLES OF HOW THEY PROMOTE THE BELIEF THAT

BEAUTY IS AN INSIDE JOB.

WINNERS WILL BE INVITED TO A STYLE AND BEAUTY MAKEOVER IN

LOS ANGELES TO WALK OUR 26TH WOMEN'S IMAGE AWARDS SHOW RED CARPET.

Beauty
is Being
BEAUTY IS AN INSIDE JOB