

**THINK BIG  
WIN BIG**



# HEROES WANTED

## CALLING ALL YOUNG INNOVATORS

**WHAT ONE PROBLEM WOULD YOU TACKLE TO CHANGE THE WORLD?  
HOW WOULD YOU DO IT? TELL US IN A VIDEO!**

If you're between 8 and 17 years old, show us how you would use S.T.E.A.M. (science, technology, engineering, arts, or mathematics) and your creativity to solve a problem, locally or globally.

Your big idea could win you a trip to Hollywood to meet the innovators and animators behind Disney's Big Hero 6 AND a walk down the red carpet of the BIG premiere!

Get started at [XPRIZECHALLENGE.ORG/BIGHERO6](http://XPRIZECHALLENGE.ORG/BIGHERO6)

The Challenge begins September 17, 2014. All submissions are due by October 12, 2014.



XPRIZE PARTNERS



IN 3D AND REAL D 3D

[www.disney.com/BigHero6](http://www.disney.com/BigHero6)

**#BH6CHALLENGE**

THIS FILM IS NOT YET RATED

BIG HERO 6 ©2014 Disney



No Purchase Necessary. Void Where Prohibited. Challenge registration and video submissions start September 17, 2014 and end October 12, 2014. Public Voting will start October 15, 2014 and end October 19, 2014. Open to legal residents of US and Canada (excluding Quebec) who are ages 8 through 17 before September 17, 2014. Parental Consent is Required. Travel must occur on November 2-6, 2014 (or such other dates designated by Sponsor). For details, restrictions, and limitations and to enter, please visit Official Rules at: [xprizechallenge.org/bighero6](http://xprizechallenge.org/bighero6). Sole Sponsor: XPRIZE.

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**HEROES WANTED!**  
**XPRIZE IS LAUNCHING A VIDEO CONTEST FOR 8 to 17-YEAR- OLDS TO  
FORM THE REAL-LIFE "BIG HERO 6"**

*Six Winners will Win a Trip to LA to Walk the Red Carpet at the Hollywood Premiere  
of Disney's "BIG HERO 6" and Go Behind the Scenes of Walt Disney Animation Studios*

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**LOS ANGELES (September 17, 2014)** –XPRIZE has joined forces with Walt Disney Studios Motion Pictures and Disney Corporate Citizenship for today's launch of a nationwide video contest designed to find the real-life counterparts to the animated heroes that will soon burst onto the big screen in "BIG HERO 6," an action-packed comedy-adventure from Disney opening November 7, 2014.

The DISNEY BIG HERO 6 - XPRIZE CHALLENGE invites young people between the ages of 8 and 17 to harness their creativity and come up with innovative ideas to tackle the world's biggest challenges using science, technology, engineering, art and/or mathematics.

The six winners, the real-life "Big Hero 6," will travel to Los Angeles to walk the red carpet at the film's Hollywood premiere in early November, go behind the scenes and meet the creative minds at both Walt Disney Animation Studios and Walt Disney Imagineering, join a special "Visioneering™" experience at XPRIZE headquarters, plus other prizes.

Video Submissions will be judged on innovation, creativity and presentation. Twenty (20) finalists will be selected based on the highest scores resulting from preliminary scoring by XPRIZE judges. In mid October, a panel of luminary S.T.E.A.M. expert judges will evaluate the twenty finalists' submissions and six (6) winners will be selected through a combination of the expert judges' scores and public voting results.

Said Walt Disney Animation Studios President Ed Catmull, "We are thrilled to work with XPRIZE to find real-life young heroes whose desire is to tackle the world's great challenges. It's an honor for all of us at Walt Disney Animation Studios to welcome them at our Studio and at the premiere of "Big Hero 6."

"The young people who win this contest will be real-world heroes, ready and willing to tackle some of the greatest challenges facing our world today," said Trish Halamandaris, senior vice president marketing & communications at XPRIZE. "The XPRIZE Foundation is excited to be conducting this competition that challenges young people to be bold, creative and smart, and to dare to think big. We believe that solutions to the

problems facing humanity can come from anyone, anywhere, and one of these kids just might come up with an idea that can truly change the world.”

In addition to the trip to Los Angeles, the six winners will receive reimbursement for one (1) Contestant registration for *FIRST*® LEGO® League for the competition season 2014-2015 in the US or Canada, and a Special littleBits® NASA Space Kit and cloudBit™ Starter Kit.

Participating kids will compete in two divisions: Junior Division (8-12 years of age), and Senior Division (13-17 years of age). All entrants must have prior consent from their parent or legal guardian in order to participate in the challenge. Details about the Challenge are available at [xprizechallenge.org/bighero6](http://xprizechallenge.org/bighero6). Official registration period starts September 19, 2014, and runs through October 12, 2014.

The video submissions may involve a short story, sculpture, drawing, model, robot or whatever method best communicates the idea in the most creative way (please see [Official Rules](#) for further details, restrictions and limitations). They will be scored on how well they explain the problem, show their solution, and explain what they learned and the impact their idea would have on themselves and the world. The more creative and engaging their presentation is, the better their chance of winning.

Supporting XPRIZE Partners include *FIRST* (For Inspiration and Recognition of Science and Technology), littleBits Electronics and the United States Patent and Trademark Office.

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### **ABOUT “BIG HERO 6” MOVIE:**

From Walt Disney Animation Studios, the team behind “Frozen” and “Wreck-It Ralph,” comes “Big Hero 6,” an action-packed comedy-adventure about the special bond that develops between Baymax (voice of Scott Adsit), a plus-sized inflatable robot, and prodigy Hiro Hamada (voice of Ryan Potter). When a devastating event befalls the city of San Fransokyo and catapults Hiro into the midst of danger, he turns to Baymax and his close friends adrenaline junkie Go Go Tomago (voice of Jamie Chung), neatnik Wasabi (voice of Damon Wayans Jr.), chemistry whiz Honey Lemon (voice of Genesis Rodriguez) and fanboy Fred (voice of T.J. Miller). Determined to uncover the mystery, Hiro transforms his friends into a band of high-tech heroes called “Big Hero 6.” Inspired by the Marvel comics of the same name, and featuring breathtaking action with all the heart and humor audiences expect from Walt Disney Animation Studios, “Big Hero 6” is directed by Don Hall (“Winnie the Pooh”) and Chris Williams (“Bolt”), and produced by Roy Conli (“Tangled”). The film hits theaters in 3D on Nov. 7, 2014. For more information, check out [www.Disney.com/BigHero6](http://www.Disney.com/BigHero6), like us on Facebook [www.facebook.com/DisneyBigHero6](http://www.facebook.com/DisneyBigHero6), and follow us on Twitter: [www.twitter.com/DisneyAnimation](http://www.twitter.com/DisneyAnimation).

### **About XPRIZE:**

Founded in 1995, XPRIZE is the leading organization solving the world’s Grand Challenges by creating and managing large-scale, high-profile, incentivized prize in five areas: Learning; Exploration; Energy &

Environment; Global Development; and Life Sciences. Active prizes include the \$30 million Google Lunar XPRIZE, the \$10 million Qualcomm Tricorder XPRIZE, the \$2.25 million Nokia Sensing XCHALLENGE, and the \$2 million Wendy Schmidt Ocean Health XPRIZE. For more information, go to [www.xprize.org](http://www.xprize.org). XPRIZE® is a registered trademark of XPRIZE Foundation, Inc.

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