Trend Micro's "What's Your Story?" Contest Will Award $10,000 to One Individual Film-Maker and One School

The Contest Calls for Entrants to Answer: "What Does the Internet Mean to You?"

DALLAS & LOS ANGELES--(BUSINESS WIRE)--Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in security software, today announced its 2016 "What's Your Story?" contest during this year's Safer Internet Day. This year's theme, "What does the Internet mean to you?", aims to spark conversation and have participants create a message for others to spread online through social media.

Sponsored and supported by Trend Micro's Internet Safety for Kids & Families program, "What's Your Story?" invites schools and individuals in the U.S. and Canada to share their personal experiences and thoughts on what the Internet means to them, both now and in the future. Trend Micro is offering two $10,000 grand prizes – one for an individual film-maker and another for a K-12 educational institution. Additional cash prizes will be offered for runner-up winners.

"'What's Your Story?' was created back in 2010 to enable and empower kids, parents, teachers and communities around the world to use technology safely, responsibly, and successfully. This year our call to action is far bolder than before: We want to know what the Internet means to its users," said Lynette Owens, global director, Internet Safety for Kids & Families Program, Trend Micro. "From the good to the bad, the necessary and the not-so-needed. We want to know what students and young adults' experiences actually are, rather than assume we know what they are. Knowing this will in turn help us all best focus our efforts in supporting people, young and old, to thrive online."

Video submissions will be judged on their ability to answer the question effectively, as well as how much contestants have promoted their entries via social media.

Finalists' entries will be reviewed by a panel of experts in the fields of Internet safety, media literacy, and technology. In addition to Trend Micro, this year's judges' panel includes participants from ConnectSafely, Twitter, iCanHelp, and NAMLE. A full list of judges and supporters can be viewed here.

Winners will be announced on or around May 17, 2016. To learn more about the contest details, submit a video, or see past winners, visit http://whatsyourstory.trendmicro.com. Follow Trend Micro's Internet Safety for Kids & Families' Twitter handle (@TrendISKF) and Facebook page (https://www.facebook.com/TrendMicro) for contest updates, and stay on top of the discussion using the hashtag #WYS2016.

Trend Micro's Commitment to the Internet Safety of Kids and Families

To support its vision of making the world safe for exchanging digital information, Trend Micro aspires to make a difference by using its expertise to make the world at large a better place. Trend Micro has made a commitment to make the Internet a great place for young people around the world through its world-wide employee volunteer program, grants and donations to eligible organizations, and partnerships with those who share its vision and mission. For Trend Micro's free Internet safety tips, tools and advice, visit the Internet Safety for Kids & Families page.

About Trend Micro

Trend Micro Incorporated, a global leader in security software, strives to make the world safe for exchanging digital information. Built on 27 years of experience, our solutions for consumers, businesses and governments provide layered data security to protect information on mobile devices, endpoints, gateways, servers and the cloud. Trend Micro enables the smart protection of information, with innovative security technology that is simple to deploy and manage, and fits an evolving ecosystem. All of our solutions are powered by cloud-based global threat intelligence, the Trend Micro™ Smart Protection Network™ infrastructure, and are supported by more than 1,200 threat experts around the globe. For more information, visit TrendMicro.com.

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