

## Challenge 3: Due October 16, 2022

# The TLC Box Challenge

**F**or this challenge, think inside the box to brighten someone's day and not just any someone. Brighten an Arkansas Children's Hospital patient's day. Provide some TLC or Tender Loving Care in a box to a child.

Hospitalized children and their families can experience long, and sometimes painful, lonely days. This is not only true in hospitals but also in venues like Ronald McDonald Houses. Unboxing joy, and delivering smiles or laughter, are welcome distractions on most days.



*Photo by Count Chris on [unsplash.com](https://unsplash.com)*



Using tools found in the Imagine Lab (3rd Floor of UCA's College of Business), help a child unbox some joy in this core challenge. Then, make a video of yourself highlighting the features of your approach. Upload that video to YouTube and share a link via this [form](#). Please know that the video can be as long as you want, but only the first two (2) minutes will be viewed for prize consideration. Prizes are gift cards valued at \$100 for the best approach, \$50 for second, and \$25 for third. Email for questions or details.