

# SPARK A SPECTRUM

World Autism Awareness Day | April 2, 2026

## Celebrity Photo Challenge

---

Which center can get the most public figures to show their support for autism awareness? The Celebrity Photo Challenge is a center-wide team competition. From March 2 to April 2, centers around the world compete to collect the most unique photos of public figures, influencers, community leaders, and advocates making the heart hand sign for autism.

<b>Who Participates</b>	Centers (team competition, not individual)
<b>Competition Opens</b>	March 2, 2026
<b>Deadline</b>	April 2, 2026 at 6:00 PM (local time)
<b>The Sign</b>	Heart hand sign (fingertips together, thumbs out to form a heart shape)
<b>Hashtag</b>	#SparkASpectrum (must appear in post)
<b>Cost</b>	Free
<b>Winners Announced</b>	April 5, 2026

### Who Counts as a Celebrity?

Anyone who is a public figure, person of influence, or community leader in your area. This includes politicians, doctors, teachers, athletes, musicians, actors, religious leaders, business leaders, social media influencers, community organizers, and anyone known and respected in your community. There is no minimum follower count. If they are known in your community, they count.

### How It Works

Your center team has 30 days to collect as many celebrity photos as possible. Photos are posted to social media with #SparkASpectrum and tracked by your coordinator.

#### Step 1: Plan

Your coordinator creates a list of celebrities and public figures in your area before March 2. Assign team members to reach out and schedule photos throughout March.

### **Step 2: Collect Photos**

During the competition period (March 2 to April 2), meet with public figures and take photos. The celebrity makes the heart hand sign. The photo can be a selfie taken by the celebrity or taken by your team. The celebrity does not need to be with anyone else in the photo.

### **Step 3: Post and Track**

Post each photo on social media with #SparkASpectrum and tag @sparkaspectrum if possible. Your coordinator logs each unique celebrity in your center tracking sheet, including their name, the date of the photo, and a link to the post.

### **Step 4: Submit**

By April 2 at 6:00 PM local time, your coordinator submits your final photo log and uploads all photos to the Spark a Spectrum Gallery. Send your tracking sheet to [sekinah@sparkaspectrum.org](mailto:sekinah@sparkaspectrum.org).

## **Gallery Upload**

Celebrity photos will be uploaded to the Spark a Spectrum Gallery as they are received throughout March. This means your supporters and the public can see your growing collection in real time. Upload photos as they are taken, not only at the end.

## **Scoring**

Each unique, verified public figure counts as 1 point. The center with the most points wins. In the case of a tie, the tiebreaker is total reach (combined social media followers of all celebrities photographed), then total engagement on posts.

## **Prizes**

The winning center receives a laptop for the team lead and certificates for the entire team. We are fundraising to provide as many additional laptops as possible — the more we raise, the more we can recognize. Check [sparkaspectrum.org](http://sparkaspectrum.org) for updates.

## **Rules**

- Open to registered Spark a Spectrum centers only.
- Only unique public figures count. The same person photographed multiple times at different centers counts only once globally.
- The heart hand sign must be clearly visible in the photo.

- Each photo must be posted on social media with #SparkASpectrum.
- The public figure must consent to the photo being posted publicly.
- Content must be appropriate for all ages. No inappropriate or offensive content.
- Organizers reserve the right to verify and disqualify entries.
- Organizer decisions are final.

## **Tips for Success**

- Start planning your celebrity list in February, before the competition opens.
- Reach out to local government officials, hospital directors, school principals, and business leaders.
- Contact local media stations and radio hosts.
- Assign 2-3 dedicated team members as your celebrity outreach team.
- Upload photos to the gallery as you collect them throughout March, not just on April 2.
- Share your growing count on social media to create excitement and encourage other centers.

Questions? Contact your coordinator or email [sekinah@sparkaspectrum.org](mailto:sekinah@sparkaspectrum.org)

**Together we do more. | [www.sparkaspectrum.org](http://www.sparkaspectrum.org)**