

News Release

For immediate release

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For: local news, entertainment,
and assignment editors



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District announces 2012 video contest finalists Grand Prize winner to be determined by public vote

The Valley Air District has selected its Top Three entries in the annual amateur video contest, and now the public will determine who will take home the grand prize.

The District received several high-caliber entries for its fourth annual For Reel Video Contest, which encourages creative student videographers and their teachers to illustrate an aspect of living a Healthy Air life. The District selected the top video from three age groups, each of which will receive an iPad 2. This year's finalists are:

- K-8: Sophia Breedlove, Fresno
- High School: Andrew Beard, Bakersfield
- College & Teachers: Antonio Garcia, Bakersfield

The Grand Prize winner's video will be aired on a local TV station, and they will receive an additional \$100 iTunes gift card.

"If we're going to meet the Valley's air quality goals, public involvement is crucial," said Jaime Holt, the Valley Air District's Chief Communications Officer. "It's inspiring to see these individuals showcasing their efforts, working towards healthier air, one small change at a time."

The annual contest ran from March to June of this year. Participants were asked to create a 30-second video illustrating this year's theme, "Healthy Air, Healthy You." Entries poured in from all over the Valley, demonstrating the simple lifestyle changes Valley residents are making for improvements in air quality.

To view the three winning entries and vote for your favorite, visit www.healthyairliving.com. Viewers may vote as many times as they want. Voting will close on Thursday, July 5, 2012 at 5 p.m. The winner will be announced Monday, July 9 before 5 p.m.

The contest grand prize was sponsored through a generous partnership with the San Joaquin Valley Citizens Advisory Group of Industry and Valley Clean Air Now.

For additional information on the contest, call the District Outreach and Communications office at 559-230-6000.