

News Release

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Editors



San Joaquin Valley
AIR POLLUTION CONTROL DISTRICT



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District launches 2011 For Reel Video Contest *Grand prize: iPad*

The Air District is seeking entries for its third annual For Reel Video Contest, the annual competition in which creative student videographers and their teachers illustrate an aspect of living a Healthy Air life.

The contest provides a fun, unique way to encourage students and teachers across the Valley to illustrate how they are working toward our common goal of healthier Valley air. In addition to having their video showcased on www.healthyairliving.com, the winner receives an iPad!

The theme for this year's contest is "What's your change?" Healthy Air Living is all about making small, achievable, everyday lifestyle changes that will make a big difference for our Valley's air. Whether it's carpooling, riding their bikes to work or school, or another clean-air choice, videographers can show off their *one change* in a 30-second video. Students and teachers of all ages in the San Joaquin Valley are encouraged to enter.

"This is a fun, exciting way to get students and teachers to think about how they can reach out beyond the classroom, and take action in their own communities, for healthier air and a better quality of life for us all," said contest coordinator Ruth Crisp.

The contest grand prize is sponsored through a generous partnership with the San Joaquin Valley Citizens Advisory Group of Industry.

Participants must be students or teachers at a school, college or university in the San Joaquin Valley. Videos must be submitted in DVD format to the Valley Air District central region office by May 27, 2011. Results will be announced on June 10, 2011.

For complete details about the contest and to view the contest promotional video, visit www.healthyairliving.com, or call the District Outreach and Communications office at 559-230-6000.

For more information about the Valley Air District, call a regional office: in Fresno, 559-230-6000; in Bakersfield, 661-392-5500; and in Modesto, 209-557-6400.