

News Release

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For Immediate Release



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For Reel video contest seeks entries ***Annual competition focuses on Healthy Air Living themes***

Calling all amateur filmmakers: The Valley Air District is accepting entries for the second annual For Reel video contest!

The contest, which asks amateur Valley filmmakers to submit their best, most creative video emphasizing clean air, is open until May 15. Any non-professional videographer in the Valley can enter.

"This contest creates quite a buzz, and we're excited to sponsor it each year," said Jaime Holt, the Air District's chief communications officer. "There's a lot of talent in the Valley and we hope to showcase it."

To be eligible for entry, the video must:

- * Be 30 seconds in length, at most;
- * Emphasize the District's Healthy Air Living program and illustrate that theme creatively; and
- * Be produced by amateurs (meaning individuals who do not produce videos for a living).

For example, a high school video-production class would be eligible but a wedding videographer would not.

A prize of an iPod shuffle will be awarded to each production team member (up to five members) and a resource grant will be given to the class teacher, where applicable. Additionally, the winning video may appear on a Valley TV station.

"We're looking for creative approaches to communicate an important concept – clean air," Holt said.

For more information on the contest and entry materials, visit www.healthyairliving.com or contact the nearest District office: in Fresno, 559-230-6000, in Modesto, 209-557-6400; and in Bakersfield, 661-392-5500.

The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the Valley air basin portion of Kern.