

FOR IMMEDIATE RELEASE

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WHY VOTE? HIGH SCHOOL VIDEO CHALLENGE

Lee County, FL: Sharon L. Harrington, Lee County Supervisor of Elections has issued the Why Vote? video challenge to all 13 of the Lee County High Schools to create up to a 30 second non-partisan commercial with a message that will give, in a creative manner, reasons why it is important for all voters, especially young people to participate in the election process. The deadline for the Challenge is 5:00pm Wednesday, October 1, 2008.

The production must be written, directed and shot exclusively by the student. Students may invite the participation of others, including other students, parents and friends, but that participation must be limited to on camera talent, if necessary, to the completion of the overall concept. All concepts, copy, and creative work must be that of the entrant.

The panel of judges for the Challenge will consist of Supervisor of Elections, Sharon L. Harrington; Ceo Firestone Cimring Advertising, Gary Firestone; President Flame Productions/Internet, David Grey; Community Conversation Editor for the News-Press, David Plazas; and NBC-2 Reporter, Chad Oliver. Judges will be asked to grade the videos based upon the strength of the message and its adherence to the topic as well as the creative level of the overall video. Technical levels of the video will not be a point of contention, but the entries must be good enough technically to air in a variety of media.

Only one winner will be chosen. Cash prizes will be awarded to the school(s) with top four entries. Prizes are as follows:

First Place:	\$1,500
Second Place:	\$750
Third Place:	\$500
Fourth Place:	\$250

The winning video will be identified and featured on the Lee County Elections Office website, the News-Press' website and the Lee County School District's website. Other entries will be aired and identified with their placements.

Sharon Harrington will announce the winners of the Why Vote? High School Video Challenge at a televised Awards Ceremony to be held at the Lee County School District, 2855 Colonial Blvd Fort Myers at 7:00pm on Monday, October 13, 2008.

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