



NEWS RELEASE

www.penticton.ca

For immediate release

City launches Vibrant Penticton video contest for youth

April 23, 2012

PENTICTON — The City of Penticton invites youth and young adults to send a multimedia message to planning officials detailing their vision for Downtown Penticton through a video contest.

“We are inviting all young people in the community to tell us what they think about Penticton’s downtown areas and how they can be improved for future generations,” said Barb Haynes, the Co-Chair of the City of Penticton’s Downtown Revitalization Select Committee and Executive Director of the Downtown Penticton Association.

“Vibrant Penticton needs to hear the voices of all residents, no matter what their age might be.”

Youth between the ages of 13 to 25 years are invited to create a video that answers the question, “**What’s cool about Downtown Penticton?**” Video entries will be judged and prizes will be awarded, with the winning entry receiving the grand prize of an iPad.

The guidelines for the contest are:

- Videos should be no more than three minutes long.
- Videos cannot contain copyrighted material like video or music, but entrants are welcome to create their own soundtrack.
- Videos should be posted to YouTube.
- Once posted, send a link to the video to downtown@penticton.ca. Make sure to put “Video contest” in the subject line and include your name and contact information.
- Entries must be sent in by the deadline of June 4, 2012 at 3 p.m.

A panel of judges will present the finalists to members of the Downtown Revitalization Select Committee, who will select the final winner.

“The Committee is looking forward to seeing how creative Penticton youth are when it comes to offering their vision for their community. Everyone is impacted by the City’s downtown area, especially youth,” said Haynes.

The launch of the video contest coincides with the Vibrant Penticton downtown visioning sessions, which begin today and kick off a year of planning what rejuvenated Downtown Penticton areas could look like according to the public.

The first phase of public engagement wraps up on Wednesday at Okanagan College, where the post-secondary population of young adults will be invited to submit videos. The conversation will be ongoing on City of Penticton social media channels, including on Twitter using the hashtag #vibrantpenticton. Contest details have also been presented to focus groups at the high schools.

For more information, visit www.penticton.ca/downtown.

- 30 -

Information:

Anthony Haddad
City Director of Development Services
250-490-2520
anthony.haddad@penticton.ca

Barb Haynes
Committee Co-Chair and DPA Executive Director
250-493-8540
barb@downtownpenticton.org