

MEDIA RELEASE

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Local Youth Film Festival Offers \$1000 Grand Prize!

CJ Cochrane presents the 5th annual MyView Youth Film Festival and this year it's open to all youth **ages 10-24** in **Eastern Ontario** (see www.myviewfilmfest.ca for list of eligible counties)!

Young people of Eastern Ontario are encouraged to pick up their phones, tablets or even (gasp) an actual camera and make a short video that **celebrates something** in their life or community; **shows a solution** to a problem or **showcases their opinion!** Thanks to Grand Prize Sponsor CJ Cochrane and to CogecoTV for the chance to win great prizes in the following categories:

- Best Overall Video - \$1000
- Age Category Prizes (10-13; 14-17; 18-24)

The deadline for video submission is May 1st. Local youth are encouraged to get out into their communities to look for inspiration. Judging criteria heavily favours the content of the videos over the production elements. Hopefully this encourages novices to participate and share their stories.

Thanks to the generosity of Brockville City Council, this year the MyView Awards Ceremony will be held at the Brockville Arts Centre on Thursday June 8th. Nominees, their friends, families, fans and the public will get the chance to see the videos on the big screen in a beautifully restored historic theatre. Come out to celebrate youth film-making, walk the red carpet and share your thoughts.

This is the second year that the MyView Film Festival has adopted a Tobacco Free Policy. "It was an easy decision for us because we are so 'youth-focused'. We want to engage youth in using the medium of film to express themselves in an environment that's free from any negative influences like tobacco", says Rebecca Shams, Health Promoter and MyView committee member.

For more information on contest rules, judging criteria, our tobacco-free policy, visit us on facebook www.facebook.com/myviewfilmfest, check out www.myviewfilmfest.ca or email info@myviewfilmfest.ca.

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Rebecca Shams
Health Promoter, Tobacco Program & MyView Film Festival Committee Member
Leeds, Grenville & Lanark District Health Unit is one of many partners in this event
Work: 613-345-5685 ext 2259
Cell: 613-802-8051