



For immediate release: Sept. 30, 2015

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Play Every Day's student video contest highlights the health impacts of sugary drinks
Student-made PSAs from around the state will appear online and in social media

ANCHORAGE — A student video PSA contest run by the Play Every Day campaign of the Alaska Department of Health and Social Services will allow elementary students across Alaska to share their view of healthy habits. Now in its second year, this year's contest asks kids to talk about the benefits of drinking water instead of sugary drinks like soda, sports drinks and powered drinks.

Last year's winner, Salcha Elementary near Fairbanks, won prizes for the school and participating students for a video that showed kids sledding, skiing and going down slides while promoting physical activity.

"Students from Fort Yukon to Anchorage made some really fun and funny videos around the idea of physical activity as a foundation for good health last year," said Ann Potempa, Play Every Day coordinator. "This time we thought it would be great to see what Alaska kids came up with to encourage people to drink water instead of sugary drinks."

Students from public schools all over the state submitted 11 videos last year. One of those schools, Lake Otis Elementary, is already working on a PSA for this year's contest. Lake Otis teacher Marisa Glieco said watching her third- and fourth-grade class create a video last year made her realize that kids really do care about their healthy, or unhealthy, habits.

"I really enjoyed watching the students work together and learn from one another," said Glieco, who is teaching fifth grade this year. "I believe that this is just a great relatable interactive way to get our students involved with the promotion of healthy habits."

The PSA contest is open to all public elementary students and is free to enter. The deadline is 5 p.m., Oct. 30, 2015, and forms and rules are available at [Play Every Day](http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Video-PSA-Contest.aspx) at <http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Video-PSA-Contest.aspx>.

Creators of the top three videos, along with their schools, will receive gift cards and other prizes that support getting physically active and drinking water. Their PSAs will also appear as public service announcements online and through social media.

The Alaska Department of Health and Social Services started the Play Every Day campaign in 2012 to raise awareness about the health concerns of childhood obesity in Alaska and to inspire Alaska families to choose healthy drinks and be physically active every day. Find out more at playeveryday.alaska.gov.

Find last year's entries on the Play Every Day YouTube channel, <https://www.youtube.com/user/playeverydayAK> and click on "Play Every Day Video PSA Contest."

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