



**For Immediate Release**  
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**Be A Director, Be A Producer, Be A Star  
Play, Live, Be Tobacco-Free Launches Video Contest**

From October 15 to November 15, Play, Live, Be Tobacco-Free is inviting 14-to-24-year-olds in Ontario to flex their creative muscle by producing YouTube videos highlighting tobacco-free sport or recreation. Entrants will have a chance to win one of two \$1000 iPad grand prize packages.

“It’s great that youth have the opportunity to advocate such a positive message through multi-media”, says Roberta Lappage, Youth Coordinator at the Northwestern Health Unit. “We really hope that through this method, a large population of young people will be introduced to the Play, Live, Be Tobacco-Free movement.”

The contest is divided into two age categories, 14-to-17 and 18-to-24, and each group will have the opportunity to win a \$1000 iPad grand prize package. Prizes are also being offered for second and third place winners in each age category. As an added bonus, entrants can also win a prize for having the most popular video based on total views as of the contest ending on November 15.

“Tobacco-free sport and recreation is a really important youth issue and this contest will give youth the opportunity to express their views in a creative way”, says Roberta. “There are some amazing prizes to be won and I am really excited to see the submissions that come from the youth in our area!”

Video submissions are to be two minutes in length or less and portray a tobacco-free sport or recreation environment or why a sport or recreational activity should be tobacco-free. All video submissions will be uploaded to the contest’s YouTube channel at <http://www.youtube.com/user/playlivebe>. The top three winners under each age category will be selected by a panel of judges made up of adult and youth representatives from the public health, media and sport and recreation communities.

The Play, Live, Be Tobacco-Free Ontario campaign is supported by the Ministry of Health Promotion and Sport’s Healthy Communities Fund that was designed to support community-based health promotion initiatives in Ontario.

For information on the video contest, including detailed rules and eligibility visit [www.playlivebetobaccofree.ca](http://www.playlivebetobaccofree.ca).

**FOR MORE INFORMATION, PLEASE CONTACT:**

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**BACKGROUND:**

**Play, Live, Be Tobacco-Free Sport and Recreation**

Play, Live, Be Tobacco-Free Sport and Recreation is an Ontario-based movement that promotes healthy tobacco-free activity. The movement is a collaboration of public health, sport and non-profit organizations\* that support local, regional and provincial decision-makers in developing tobacco-free policies in sport and recreation environments. Tobacco-free sport and recreation means that participants, coaches, parents, spectators, leaders and officials refrain from using tobacco industry products, in any form, while involved in a sport or recreation activity. For more information visit [www.playlivebetobaccofree.ca](http://www.playlivebetobaccofree.ca).

*\*The Play, Live, Be Tobacco-Free Collaborative is composed of: the seven Tobacco Control Area Networks which involve Ontario's 36 Public Health Units; the Program Training and Consultation Centre; SPORT4ONTARIO; the Coaches Association of Ontario; Physical Activity Resource Centre; Parks and Recreation Ontario; Canadian Cancer Society – Smokers' Helpline; the Ontario Lung Association; and the Ontario Chronic Disease Prevention Managers Network.*