



FOR RELEASE
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Yukon youth Get REEL with tobacco

WHITEHORSE—Robert Service School in Dawson City will receive a \$500 prize as the winners of the Get REEL ad competition. The competition was part of the eighth annual Smoke Screening project, a youth anti-tobacco awareness campaign.

This annual initiative is designed to engage young people in Grades six to 12 and increase their awareness of the dangers of tobacco use. Students view different tobacco education television commercials from across the world and vote on their favourite.

This year for the first time, students from Yukon, N.W.T. and Nunavut were invited to produce a 30-second commercial that tells the story of how tobacco has impacted the life of a real person. Eligible classrooms were given an iPod Touch to film and edit their commercials.

An impressive 17 videos were submitted to the Get REEL competition from classrooms across the territory. The winning entry produced by students from Robert Service School is called *The Wrong Bait*. Runner-up entries were *Smoking Kills* by J.V. Clark School in Mayo, *Break the Chain* by Vanier Secondary School, *Think Ahead* by Selkirk Elementary School and *Bebe Intoxique* by Ecole Emilie Tremblay.

"I would like to congratulate all students and teachers who participated in this project," Health and Social Services Minister Doug Graham said. "The continued success of Smoke Screening is due to the time and effort of students, and especially teachers across the North."

The winning classroom will receive a \$500 gift certificate and runner-up teams will receive \$100 gift certificates to use on classroom equipment or activities that will be most useful to the teachers and students who participated.

The professional television commercial to receive the most student votes was *Suffering Emphysema*. It will be aired on CBC Northbeat from May 31 to June 15.

The student ads will be highlighted on the Smoke Screening Facebook page and featured on the Health and Social Services website: hss.gov.yk.ca/getreel.php.

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