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VIDEO CONTEST CHALLENGES YOUTH TO TACKLE ISSUE OF SUSTAINABILITY IN VENTURA COUNTY

CAMARILLO, Calif. (Dec. 16, 2011) — The Ventura County Civic Alliance is accepting entries for a video contest, asking youth to explore why sustainability is important to homes, jobs, natural resources and other factors that have impact on the quality of life in the area.

The video contest is the second in a series of competitions to engage youth in VCCA's Compact for a Sustainable Ventura County, a blueprint for a balanced future for Ventura County as it grows to reach its projected population of 1 million.

"Video is a powerful medium and when combined with the environment, something people are passionate about, we're bound to have a fierce competition on our hands," said Hugh Ralston, president and CEO of the Ventura County Community Foundation.

The Civic Alliance, an initiative of the Ventura County Community Foundation, asks for county residents — ages 14 to 35 — to explore "What is a sustainable Ventura County?" in a 4-minute video. The video can be an elaborate production or a clip from a smartphone.

Contest entrants must upload their videos to YouTube and post the link on the Ventura County Compact Facebook page at www.facebook.com/VenturaCountyCompact or email the link to CivicAlliance.org. Entries must be submitted by noon Dec. 30.

Prizes include a Lynda.com premium membership, a Wacom Bamboo Drawing Tablet, a Hybrid universal charger from Revolve Electronics, CAPS-TV memberships and eco-friendly clothing from Patagonia.

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ABOUT VCCA

An initiative of the Ventura County Community Foundation, the Ventura County Civic Alliance is a regional collaborative of civic leaders representing a balanced mix of 3E — economic, environmental and social-equity perspectives. Its mission is to work together to promote a healthy and sustainable future for Ventura County. Its signature State of the Region report was published in 2007 and several updates were unveiled in January 2011. In addition to holding convenings and educating members and the public about issues affecting the future of the Ventura County region, the Alliance has been involved in gathering public comment and input into the Compact for Sustainable Ventura County, developing resources on the application of principles that strengthen livable communities across Ventura County and enhancing training for the local workforce to prepare workers and the region's businesses for success in a global economy. For more information about the Alliance and how to join us, go online to www.CivicAlliance.org.



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