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Statewide student video contest kicks off with start of Healthy Futures Challenge

Gladys Wood assembly will feature student PSA that inspired contest, plus Alaska rugby players

ANCHORAGE — A statewide video PSA contest to promote physical activity will kick off this week with the start of the fall Healthy Futures Challenge. A record 185 Alaska elementary schools, over 60 of them in Anchorage, will participate in the Challenge, which motivates students to get physically active for prizes.

The Alaska Department of Health and Social Services' Play Every Day campaign, a partner of Healthy Futures, decided to run a PSA contest after seeing and sharing a video made by Gladys Wood Elementary students last fall. The PSA shows kids getting active and doing the Challenge.

“We want to take the creative energy and enthusiasm of Gladys Wood’s students and spread it to other schools,” said Ann Potempa, Play Every Day coordinator for the department. “Kids often have the best ideas for fun ways to be physically active. We can’t wait to see how they get out and play in their communities.”

The PSA contest is open to all public elementary students and is free to enter. The deadline is 5 p.m., Oct. 31, 2014. Creators of the top three videos, along with their schools, will receive gift cards or other prizes that support getting physically active. Their PSAs may also appear as public service announcements online and on TV. Look [here](#) for contest rules and forms.

A school assembly to champion the video contest and Challenge will take place at 10 a.m. Wednesday, Sept. 10, at Gladys Wood in Anchorage. Three rugby players from the U.S. Women’s Olympic Rugby Team will join the assembly. Two of them, Lorrie Clifford and Alev Kelter, grew up in the Anchorage bowl and played sports at Chugiak High School. Their team is training to qualify for the Sevens rugby competition in the 2016 summer Olympic Games in Rio de Janeiro.

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