

News Release

For immediate release

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San Joaquin Valley
AIR POLLUTION CONTROL DISTRICT



**For: local news, entertainment,
and assignment editors**

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District announces 2011 For Reel Video Contest winner Public vote selects Bakersfield teacher

The public has spoken, and the winner of the 2011 For Reel Video Contest is Joel Dipert of Bakersfield.

Last month, the Valley Air District asked the public to vote online to determine the winner of the third annual video contest, which encourages creative student videographers and their teachers to illustrate an aspect of living a Healthy Air life. After receiving entries from throughout the Valley, the District selected three finalists, whose videos best demonstrated the simple lifestyle changes Valley residents are making for improvements in air quality. Voting closed last Thursday, with more than 180,000 votes cast.

Dipert, a teacher at Fremont Elementary School in Bakersfield, produced a rap music video about his daily bike ride to work. An avid cyclist, Dipert says he hopes his commitment to clean air will inspire his students to consider the environment whenever possible in their own lives.

In addition to receiving an iPad, Dipert will have his video aired on a local TV station.

‘We are delighted at the public’s response to this year’s contest,’ said Jaime Holt, the District’s Chief Communications Officer. ‘Joel’s video captured the essence of what it means to live a Healthy Air Life: making a simple change, each day, to help improve the quality of life for us all.’

The annual contest ran from February to June. Participants were asked to answer the question, ‘What’s Your Change?’ in a 30-second video.

The contest grand prize was sponsored through a generous partnership with the San Joaquin Valley Citizens Advisory Group of Industry.

To view Dipert’s video, visit www.healthyliving.com. For additional information on the contest, call the District Outreach and Communications office at 559-230-6000.

For more information about the Valley Air District, call a regional office: in Fresno, 559-230-6000; in Bakersfield, 661-392-5500; and in Modesto, 209-557-6400.