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United Way Wants You to Make a Movie that Makes a Difference

United Way of the Lower Mainland (UWLM) is launching the 2011 Care to Change Video Competition online at www.caretochange.ca. UWLM is inviting the public to make movies that make a difference with the chance to win prizes and receive exposure. BC youth (19 and under) and adults (20 plus) are invited to create and enter short films (maximum five minutes) that will educate viewers on topics such as bullying, poverty, vulnerability and isolation, and inspire them to care for others. Video submission deadline is June 15, 2011.

Prize winners will receive exposure of their videos on United Way's online channels; select winners will also gain exposure through the [Viso Give Channel](#) on YouTube – an initiative of Broadband TV - and the [Vancouver International Film Festival](#), as part of the [Reel Youth film tour](#).

Videos will be uploaded to the www.caretochange.ca homepage for public voting to determine the Viewer's Choice Award. Public online voting will take place in August 2011.

In addition to the Viewer's Choice Award, three top prizes will be awarded in each category (youth and adult) and will be determined by an expert judging panel, chaired by International Emmy award judge and FanTrust Entertainment Strategies President, Catherine Warren. In addition, a selection of special mention prizes will be awarded. Results will be released in September, 2011.

"Care to Change is a creative and relevant way for aspiring videographers to make digital shorts that make a difference," said Catherine Warren, Care to Change Judging Panel Chair and UWLM Board Member. "Film makers will bring a fresh perspective and unique lens to United Way Focus areas - poverty, bullying, vulnerability and isolation. We want them to answer the question: What does one of these issues mean to me and how do I care to change it?"

"We're excited about this project and the opportunity it brings us to engage caring people in a new way," said Michael McKnight, President and CEO of United Way of the Lower Mainland. "I look forward seeing creative videos that will motivate people to change the way they think and care about others."



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United Way of the Lower Mainland leads social change in the Metro Vancouver region by understanding social issues through research and dialogue; bringing together partners and coordinating action; influencing public attitudes, systems and policy; measuring community change and evaluating investments. United Way supports vulnerable people and works to prevent social problems. United Way of the Lower Mainland and its partners are focused on helping seniors and helping children.

The following organizations provided generous sponsorship support for the Care to Change Video Competition at the Supporting Level: [The Beat 94.5FM](#), [The Province](#) and [VISO Give](#).

For more information on the Care to Change Video Competition, visit: www.caretochange.ca

For more information on the United Way of the Lower Mainland, visit: www.uwlm.ca

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