



BOARD OF EDUCATION

Media Information

June 11, 2008

Dry Grad Radio Star Winners Record Ad For Airplay Starting June 12

Kelowna, BC: Two students from George Elliot Secondary are set to enjoy their 5500 seconds of fame in the first ever Dry Grad Radio Star contest! On June 10, at 3pm, Antonio DiMaria and James Ricci recorded their upbeat tune "Take the Bus" with original lyrics related to not drinking and driving. On Thursday, June 12, their recording will become a 55-second advertisement to be played more than 100 times on three local stations: Sun FM, B103 and Power104.

Student safety is a paramount concern for parents, District staff, the Board of Education, the Central Okanagan Teacher's Association and CUPE. This contest and the final radio advertisement are intended to raise awareness of the dangers of alcohol, especially during graduation festivities.

The Dry Grad Radio Star contest, which opened in mid-May, invited entries from Grade 12 students throughout the District. Students were asked to write a song or produce other creative entries (ie. spoken word, theatrical pieces, or radio advertisements). The main criterion was that the entries have a clear focus on dry grad and/or not drinking and driving. Entries are judged entirely by their merit, uniqueness, entertainment potential, and suitability as a reminder about dry grad/not drinking and driving. Next year, students can expect to receive information earlier to give them more time to have fun working on their creative projects.

Thank you CUPE and COTA for assisting the District in funding the radio advertisements and to Astral Media for the free recording session.

Attached is a copy of the winning entry, which airs from June 12 to 15 on Sun FM and from June 12 to approximately June 21 on B103 and Power104. The advertisement will air a total of 152 times.

For comments, please contact:

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