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**NEWS
RELEASE**

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City Collaborates with County & PBS to Crowd Source COVID-19 PSA

Partnership Solicits Videos for El Paso Safe PSA Contest

EL PASO, TX—The City of El Paso has partnered with PBS El Paso and the County of El Paso to offer a \$1,500 cash prize for a Covid-19 public service announcement video.

The El Paso Safe PSA contest is now open and the final deadline for submissions will be Monday, May 18, 2020 at 11:59 PM.

The contest asks everyday El Pasoans to submit a short video that highlights CDC guidelines, such as maintaining social distancing or wearing PPE when in public.

Videos can be anywhere from 15 to 60 seconds in length, and the top two entries will air on PBS El Paso. In addition, the first place winner will receive a \$1,500 cash prize and a second place winner will receive \$500.

“We are very excited about this partnership because if you log on to any social media platform like Facebook, Instagram or TikTok, you’ll see that people are exploring their creativity with dance and humor,” said Jessica Herrera, Director of International and Economic Development for the City of El Paso. “This partnership is a great opportunity to capture that creativity while at the same time educating and illustrating their love for our community.”

The winning videos will be announced the week of May 25 and will air in June 2020 on PBS-El Paso, the City TV (Spectrum Ch. 1300, DTV Ch. 13.4, AT&T U-Verse Ch. 99) and on the City of El Paso social media pages to include Facebook, Instagram, Twitter and YouTube.

Entries will be judged based on four criteria: creativity, message effectiveness, how well the video represents El Paso and the quality of video and sound.

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