



High School Students Take Avista's Energy Efficiency Challenge

01/28/10

Student teams create short videos to show how every little bit adds up for energy savings

SPOKANE, Wash., Jan 28, 2010 /PRNewswire via COMTEX/ -- Avista issued the challenge for its Every Little Bit Video contest and high school students from throughout the company's three-state service area stepped up. The result was 138 student-created short videos that inform and inspire others to take part in saving energy and conserving resources.

"Cleaner, Greener, Healthier" from Mead High School (Spokane, Wash.) students Rachael Becker, Shelby Foo and Isabel Apperson was selected as the Grand Prize winner. Mead High School will receive a \$2,500 technology grant from Avista and, compliments of NxNW Production, a day of editing with the award-winning production company.

North Medford High School (Medford, Ore.) students Joel Miller, Colton Treadway, Kendall Mulholland, Aaron Collins, Tristan Lee, Christopher Lawruk, James Lancaster and Kyla King received the Viewer's Choice award for their *Saving Energy* video and a \$1,500 technology grant for their school.

Runner-up videos included two additional submissions from Mead High School and a submission from East Valley High School in Spokane, Wash. View the top five videos at www.everylittlebit.com.

"These videos demonstrate the creativity of our area high school students and their drive to educate others about energy efficiency," said Bruce Folsom, Avista's director of energy efficiency programming. "We were amazed by what we saw--some really incredible efforts that clearly communicated the importance of energy efficiency. The judging was no easy task."

Videos were reviewed and scored by a panel of judges from Avista, E-Source, NxNW Productions, 14Four and Pierpoint Media. In addition, students promoted their videos and viewers were able to vote for their favorites online.

"These students are energy users, and as future customers, they'll make important choices about the use of earth's resources," said Roger Woodworth, Avista's vice president for sustainable energy solutions. "By engaging them in the importance of using energy wisely today, they'll be better stewards tomorrow."

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