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ST. JOHNS RIVERKEEPER® ANNOUNCES 3rd ANNUAL PSA CONTEST

High school and college students create videos to raise awareness about the St. Johns River.

St. Johns River, FL – St. Johns RIVERKEEPER® recently launched its 3rd annual **PSA Video Contest** to get students involved in raising awareness about the St. Johns River. The theme of this year's contest is "**A Voice for the River.**" College and high school students who attend schools located within the watershed of the St. Johns River are eligible to enter the PSA ("Public Service Announcement") Contest.

The **St. Johns RIVERKEEPER® PSA Video Contest** is sponsored by St. Johns RIVERKEEPER® and the Downtown Council of the Jacksonville Regional Chamber of Commerce. ***The winner of the high school and college category will each receive a \$500 prize.***

St. Johns RIVERKEEPER® PSA Video Contest entrants must submit a video of 60 seconds or less that provides a compelling message about the importance of the St. Johns and the need to protect it.

Jimmy Orth, Executive Director of St. Johns RIVERKEEPER®, says, "We are seeking creative video entries that raise awareness about a problem impacting the health of the St. Johns, offer solutions, inspire action, or just express the importance of the river and why it must be protected."

Tracey Manno, the St. Johns RIVERKEEPER® Education Director, adds, "It won't be long before the future of the St. Johns River will be in the hands of our high school and college students. The contest provides young people with the opportunity to be a voice for their St. Johns River and to inspire the community to protect the river for future generations."

The deadline for submitting entries is Friday, April 23, 2010. The contest rules and guidelines and videos from previous winners are available on the St. Johns Riverkeeper website at www.stjohnsriverkeeper.org.

St. Johns RIVERKEEPER® is a non-profit grassroots organization that serves as an advocate for the St. Johns River and the communities that benefit from this tremendous resource. The Riverkeeper philosophy is rooted in a sense of public ownership of local water bodies. Our mission is to work on behalf of the community for clean and healthy waters in the St. Johns River, its tributaries and its wetlands, through citizen-based advocacy.