



NEWS RELEASE
FOR IMMEDIATE RELEASE

To: Local Media and Press Release Subscribers
From: Katrina Harwood, Health Officer
Date: October 10, 2024

***Life is a Movie: Film Drug Free™* Sober Driving Video Contest for Rock County High School Students**

ROCK COUNTY, WI – Together with the National Family Partnership (NFP) [Red Ribbon Week](#) and the Rock County Prevention Network, Rock County Public Health (RCPH) is excited to announce a [social media video contest](#) for high school students! The theme *Life is a Movie: Film Drug Free™* encourages students to think about sober driving and staying safe behind the wheel.

RCPH encourages all 9-12 grade students in Rock County to participate. Students require permission from their parent or guardian, and participants must follow [complete eligibility rules](#).

Videos will be [submitted online](#) as well as posted on Instagram and/or TikTok using the hashtag **#DriveSafeRock2024**. Students are encouraged to be as creative and original as they like while following contest rules. Video submissions begin on October 16 and end at 10 p.m. CST on October 31.



VIDEO CONTEST!

- 1 CREATE THE VIDEO**
Show why sober driving is the smart choice!
- 2 USE THE HASHTAG**
#DriveSafeRock2024
- 3 POST BY 10/31 AND SUBMIT CONTACT INFO**
WIN A GIFT CARD!
1ST: \$200 TO KWIK TRIP
2ND: \$50 TO TEXAS ROADHOUSE
3RD: 4X CULVER'S VALUE BASKETS

scan ME!



POST BETWEEN
OCTOBER 16-31

Submission must be a TikTok or Instagram reel. Entries must be made by a Rock County high school student, aged 18 and younger. Parental consent required.



The top three video creators will receive prizes, courtesy of community partners. RCPH thanks the Rock County Prevention Network for coordinating these prizes:

- First prize: \$200 gift card to Kwik Trip
- Second prize: \$50 gift card to Texas Roadhouse
- Third prize: Four (4) Culver's value baskets



Helping Rock County Reach Its Full Health Potential

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www.co.rock.wi.us/departments/public-health | (608) 757-5440 (608) 758-8423 (fax)

The student's work will be judged based on the [rubric provided](#). Judges include RCPH staff, Rock County Prevention Network staff, and local community volunteers from law enforcement and local theatre.

"The Red Ribbon theme contest is just one of the ways NFP raises awareness in our communities. Each year, we encourage the public to share their perspectives on living drug-free. This year, we invite them to showcase what drug-free living means to them through photography, serving as representatives of our collective commitment to a drug-free lifestyle," stated Peggy B. Sapp, President of NFP.

Life is A Movie, Film Drug Free™ was selected because it inspires individuals to play their part in fostering safe, healthy, and drug-free communities. From healthcare professionals to educators, parents, and beyond, the theme underscores the collective impact achievable through this dedication. RCPH and its partners look forward to how Rock County students use their talents to spread awareness about sober driving.

RCPH would like to thank our partner, the Rock County Prevention Network. Thank you to Kwik Trip, Texas Roadhouse, and Culver's for their generosity and participation. For specific questions regarding contest rules and submission, please email Julia at the [Rock County Prevention network](#). For media inquiries, see below.

Presented by:



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Rock County Public Health serves Rock County residents by improving population health outcomes and removing barriers through community partnerships to provide everyone the opportunity to reach their full health potential. Visit the Rock County Public Health [website](#) and follow them on [Facebook](#) and [Instagram](#).

Please send all media inquiries to:

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