



MEDIA RELEASE

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Youth Off The Streets calls on Teenagers in Australia to “GETREEL” and enter the GetReel Anti-Drug Campaign Competition

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GetReel, the nationwide drug awareness competition developed by **Youth Off The Streets** with support from the **Sony Foundation Australia**, will be launched this week to schools and youth groups.

GetReel, now in its 7th year, asks young people aged 10-16 around Australia to design a 30 second TV ad targeting youth drug use.

Students can work individually or in teams, to develop a message that they think will help reduce drug related harm amongst their peers. Students can create entries in any format they think will catch the eye of their audience, limited only by their imagination! Entries are accepted as videos, storyboards, photo sequences, scripts, videos or DVD's. There are loads of fantastic Sony prizes to be won!

“The ‘GetReel’ Design a Drug Ad Competition is an innovative approach to drug education in or out of the classroom. Young people have the opportunity to develop teamwork along with creative and research skills, using self-directed learning to increase their knowledge of licit and illicit drugs that they may come into contact with,” said Fr Chris Riley, CEO and Founder, Youth Off The Streets.

The winning entries from the competition are produced as professional TV ads, to be shown on **National TV during Drug Action Week!**

The winning ads from 2007 will be filmed at Bondi Beach Pavilion in Sydney on **Friday May 30th**. Lithgow High School students, the 2007 Secondary school winners, are travelling to Sydney for the day to be involved with the filming process.

Sony prizes, including MiniDV Handycams, LCD TVs, MP3 players and Sony CD/DVD Packs will also be presented to the winning and runner up entries in each division!

The **GetReel** Competition provides an interesting, fun and interactive opportunity for young people to learn about drugs and related youth issues.

The GetReel Competition closes on September 26th 2008.

For more information about the advertisement filming call (02) 8332 5004

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Further information on the competition is available from Youth Off The Streets on (02) 8332 5000 or www.youthoffthestreets.com.au/getreel.

Notes to editors

- Youth Off The Streets is a registered not for profit organisation that works with disadvantaged young people who are recovering from homelessness, addiction and abuse. Youth Off The Streets provides a range of services to young people including supported accommodation, counselling, detoxification, education, outreach, mentoring and supported residential facilities, which help young people to make the transition back into the mainstream community.
- For further information on Youth Off The Streets, please contact Kate Finch, Development Coordinator on 02 8332 5004 or visit our website www.youthoffthestreets.com.au
- The Sony Foundation Australia is a not-for-profit charitable arm of the Sony group of companies (Sony Australia Limited, Sony BMG Music Entertainment, Sony Computer Entertainment, Sony Pictures Film, Television and Home Entertainment, Sony Ericsson and Sony DADC) whose aim is to contribute to the advancement of the Australian community by assisting its youth and fostering their talents. Since its creation in 1999, the Sony Foundation Australia has raised more than \$7 million dollars, with net proceeds donated to various youth related charities and causes.