



Bruce Elfant, Travis County Tax Assessor-Collector and Voter Registrar

News Release

Communications Division

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FOR IMMEDIATE RELEASE

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Travis County launches student PSA contest to encourage voter registration, voting

AUSTIN – Travis County middle and high school students can compete for more than \$6,000 in cash and prizes in a video public service announcement contest, YouthCam Student PSA Contest 2017. The contest is designed to promote voter registration and turnout at the polls, especially among young voters.

“This is an exciting opportunity for our middle school and high school students to show off their creativity by making animated or film productions that energize people to register and vote,” said Bruce Elfant, the Travis County voter registrar and tax assessor-collector.

YouthCam Student PSA Contest is open to Travis County middle and high school students from public, charter and private schools as well as the home schooled. Qualified contestants either live in Travis County or attend middle or high school in Travis County.

Each PSA must include the “Register. Be Counted. Vote!” logo, which is available for download along with complete contest rules at www.TravisCountyTax.org/PSA. Entry deadline is 5 p.m., Nov. 6.

Individuals or teams may enter the 60-, 30- and 15-second judged categories in English and/or Spanish. All entries automatically entered into The People’s Choice, an online category where the winner is decided by popular vote.

Cash awards in the judged categories include \$500 for first place; \$250 for second place; and \$100 for third place. Cash awards provided by the League of Women Voters Austin Area and private donors. The top vote getter in The People’s Choice will receive movie passes for a year and a \$100 food gift card from Alamo Drafthouse Cinema.

Other prizes include an array of gift cards from local businesses and a laptop computer. For a complete list of prizes, visit the contest website, www.TravisCountyTax.org/PSA.

Contest partners include the Travis County Tax Office’s Voter Registration Division and the Deputy Clerk Office’s Elections Division; League of Women Voters Austin Area; Alamo Drafthouse Cinema; Precision Camera & Video; Univision Austin; Discount Electronics; Whole Earth Provision Co.; Austin Classical Guitar; Austin Chronicle; Violet Crown Theater; Capital Metro; and University Co-Op.

Send questions regarding YouthCam to Contest@TravisCountyTX.gov.