

Students encouraged to enter video spots for NBC's Green Week contest

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(315) 443-9038

NBC Sports, as part of NBC Universal's Green Week (Nov. 16-23), is inviting Syracuse University students to submit a 30 second spot on an important "green" message for a contest that could result in the spot being aired nationally during the Syracuse vs. Notre Dame football game Nov. 22.

The competition is open to full-time undergraduate and graduate students at SU and the University of Notre Dame. Five student video submissions will be submitted from SU to NBC executives to be entered in the contest. The winning video, as determined by NBC Universal, will be broadcast on the NBC website and perhaps on national TV during the game. Additionally, the five finalist videos from SU will be available for viewing on SU's Green Universe City site (<http://sustainability.syr.edu/>).

Each submission should highlight a sustainable message that would appeal to a national audience, clips should include how students green their routine, such as, on campus, in the community, in a sorority or fraternity, etc.

Videos are due to SU by Nov.14, 2008 at 3 p.m. They should be delivered Online to: Sustain@syr.edu. To be considered, each spot cannot exceed 30 seconds in length. For full instructions on how to submit a video, go to Video Instructions or call Melissa Cadwell in SU's Sustainability Division at 443-9669. Please review and sign the Promotional Affidavit and Rules sheet.

To find out more about NBC Universal's Green Week, during which more than 200 hours of environmentally themed programming will be aired, visit <http://www.greenisuniversal.com/>