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**UNA-USA SOUTHERN NEW YORK STATE DIVISION ANNOUNCES YOUTUBE VIDEO CONTEST FOR YOUTH**

***“****The United Nations turns 70: Why is it Important?****”***

**New York – February 1, 2015** – The United Nations Association of the Southern New York State Division is proud to introduce “The United Nations turns 70: Why is it Important?”, a YouTube video contest open to high school and middle school students (grades 6-12). The video submissions shouldshow examples of the work of the United Nations and how citizens, especially young people, can make a contribution to that important work.

“As an organization committed to educating and promoting the work of the UN to the public, we hope this contest will encourage young people to engage in discussing global issues and learning how the UN seeks to resolve international problems,” said Jeanne Betsock Stillman, President of the UNA Southern New York State Division. “As young people have an understanding of emerging media, the use of YouTube videos is a perfect channel for engagement.”

Six winners will be selected: a first, second and third place awardee for high school students and a first, second and third place awardee for middle school students. In addition two group winners (for example, a class) will be selected from the Middle School and High School levels. Each first place winner will receive the grand prize of a private tour of the United Nations Headquarters in New York City. All winners will receive their awards at a UNA Southern NY State Division or Chapter event. Winners will also receive a gift of $250 for 1st place, $150 for 2nd place and $75 for 3rd place. Group winners will receive a gift of $200. Winners’ videos will be linked on the UNA Southern New York State Division website. All entrants will receive a certificate of participation.

Students are eligible if they live or go to school in the five boroughs of New York City or in the following counties: Columbia, Dutchess, Greene, Nassau, Orange, Putnam, Rockland, Suffolk, Sullivan, Ulster and Westchester.

YouTube video submissions **are due on or before April 10th and** should be no less than two minutes and no more than five minutes in length. The winning entries will be contacted by April 25th. Only one entry is allowed per person. Applicants must be a current matriculating student in middle school or high school. Videos containing inappropriate content will be disqualified.

For more details on contest rules and regulations, visit [www.unasouthernny.org/contest](http://www.unasouthernny.org/contest)

**About UNA-USA and UNA Southern New York State Division**

The United Nations Association of the United States of America (UNA-USA) is a membership organization dedicated to inform, inspire, and mobilize the American people to support the ideals and vital work of the United Nations. For over 70 years UNA-USA has worked to accomplish its mission through its national network of Chapters, youth engagement, advocacy efforts, education programs, and public events. UNA-USA is a program of the United Nations Foundation. UNA-USA and its sister organization the Better World Campaign represent the single largest network of advocates and supporters of the United Nations in the world.

The UNA Southern New York State Division comprises all chapters, contact groups, and members-at-large in the five boroughs of New York City and in the counties of Columbia, Dutchess, Greene, Nassau, Orange, Putnam, Rockland, Suffolk, Sullivan, Ulster and Westchester.

Learn more at [www.unausa.org](http://www.unausa.org) or [www.unasouthernny.org](http://www.unasouthernny.org).