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DELL

*Michigan high school students helping Michigan schools
Building Character Celebrating Diversity Promoting Healthy Lifestyles*

**Over \$20,000 in cash prizes available for Michigan
High School A/V Students and Film Makers from
The Meijer Great Choices Film Festival
Submission deadline is February 11, 2011**

BYRON CENTER, MI (September 1, 2010): Meijer, Inc., The Meijer Foundation, M.E. Davenport Foundation, The Van Singel Fine Arts Center and Celebration Cinema, are thrilled to announce the kick off of the third annual Meijer Great Choices Student Film Festival, offered exclusively for Michigan high school students.

The competition is designed for Michigan high school student filmmakers and audio/video students to showcase their creative talent in a/v communications. Participants must submit a :30 Public Service Announcement promoting positive choices in the areas of Character Education, Healthy Lifestyles, and/or Celebrating Diversity. There are two different audiences that the A/V students target in their PSA's: Kindergarten through 6th or 7th through 12th grades. Deadline for submission is February 11, 2011 with a \$10 registration fee; or submit by January 14 and pay only a \$5 registration fee. Students and their teachers can download registration materials and guidelines at meijergreatchoices.com.

Audio/Visual students and professors from several Michigan universities are the preliminary judges and choose the finalists based on specific criteria. The top three winners from each category will receive prizes of \$2,000, \$1,000, or \$500 in the form of a gift card to a merchant of their choice (Meijer, Apple, or Dell). There will be eighteen 1st, 2nd and 3rd place winners.

Over \$20,000 in cash prizes will be awarded at a VIP ceremony and reception tentatively scheduled for Saturday, June 4, 2011 at Celebration Cinema North in Grand Rapids.

The winning PSA's in each category will be reproduced on DVDs and distributed to schools across the state as tools for their Character Education, Health Education and Diversity programs. DVD's will also be made available to all Meijer Stores for in-store airing, and to the media.

The purpose of the film festival is to highlight the talent of our state's audio/visual students while allowing these students to make a positive impact on our State's K-12 youth in the areas of Diversity, Character Ed, and Healthy Lifestyles. The film festival was developed in partnership with Meijer Inc., the Meijer Foundation, the M.E. Davenport Foundation, Celebration Cinemas and the Van Singel Fine Arts Center.

A complete list of last year's finalists are on the reverse side of this press release.

For complete details, guidelines, registration information, or to view the 2010 winning PSA's, go to www.meijergreatchoices.com.

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