

FOR IMMEDIATE RELEASE

## **Eight St. Mary's University College Students a little bit richer after winning YouTube Contest**

**Calgary, AB (May 19, 2011)** – Dustin Gitelman and seven other St. Mary's University College students are a little bit richer after winning St. Mary's first ever YouTube Video contest.

St. Mary's University College hosted a YouTube video contest asking students to submit a video explaining what they love about St. Mary's. The contest was designed to let students express their feelings about their experiences at St. Mary's in creative and original ways which integrated the University College's social media outlets.

A panel of judges, consisting of representatives from St. Mary's staff, faculty, students, alumni, Board of Governors and President's Office, judged the videos based on their quality, creativity, originality and how well they met the criteria of the contest.

"All the videos were very good and had something unique to say about the school," remarked one of the judges. It was a close race for top three, but in the end it was Dustin Gitelman, a General Studies student, who took home the first place prize of \$1,000.00 for his 90 second video. Gitelman explained that his video "portrays a day in the life of a St. Mary's student from the perspective of Zeus, the school's mascot. The video demonstrates the many things I love about St. Mary's." Upon learning that he had won first place, Gitelman said "I am happy that all my hard work was recognized and selected as the winner."

Lauren O'Keefe, who is studying Psychology, came in second, winning \$500.00, while Amanda Achtman, who is studying Liberal Arts and Political Science, came in third winning \$250.00. O'Keefe produced a stop-animation video using pastel drawings to show a few of the reasons she loves going to St. Mary's. Achtman drew inspiration for her video from the Blessed John Henry Newman's *The Idea of a University*; her video gave an overview of the various historical texts students can study at St. Mary's. Five honorary mentions of \$150.00 each were awarded to fourth through eighth place entries.

The videos can be viewed on St. Mary's YouTube Channel:  
<http://www.youtube.com/user/StMarysUC?feature=mhee>

### **About St. Mary's University College**

St. Mary's University College is a Catholic post-secondary, liberal arts and sciences teaching and research institution open to all faiths and traditions. St. Mary's offers Bachelor of Arts degrees, a Bachelor of Education (Elementary) degree and university courses in 33 academic disciplines. For more information, visit [www.stmu.ca](http://www.stmu.ca)

**For media inquiries, contact:**

**Mackenzie Cann**  
**Communications Coordinator**  
**St. Mary's University College**  
**(403) 254-3705**  
[mackenzie.cann@stmu.ca](mailto:mackenzie.cann@stmu.ca)