

PRESS RELEASE



For Immediate Release

Launch of the Second Annual SaskEnergy Pink Shirt Film Festival

(Regina, March 6, 2013) The Canadian Red Cross, SaskEnergy and the Saskatoon Peace Coalition launched the second annual SaskEnergy Pink Shirt Film Festival in Saskatchewan on March 1, 2013. The film festival encourages students to create videos that help engage others in the Red Cross Day of Pink anti-bullying celebration and to build more peaceful communities.

“The Canadian Red Cross is excited to work with SaskEnergy and the Saskatoon Peace Coalition on the second Annual Pink Shirt Film Festival,” says Richard Kies, Manager with Canadian Red Cross in Saskatchewan. “The contest is a unique way to help engage students in communities all across Saskatchewan and focus on putting an end to bullying.”

The Pink Shirt Film Festival is aimed at all Saskatchewan students, elementary, high school and post-secondary, with four prizes of \$500. Video submissions are being accepted until March 31, with voting starting on April 10. For full details on the contest, visit www.redcross.ca/pinkshirtfilmfest.

“At SaskEnergy, we are excited to see the creations of our talented youth in the province,” says Leslie Gosselin, Manager of Advertising & Community Relations for SaskEnergy. “We expect the second annual SaskEnergy Pink Shirt Film Festival to be a great success and to play a key role in helping spread the anti-bullying message.”

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