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FOR IMMEDIATE RELEASE:

Winners of “Reach the Summit” Video Contest Announced

Grand Prize Winning Fourth Grade Class Given the News This Morning in Dover

Dover, New Hampshire, May 14th, 2012 – New Hampshire Division of Travel and Tourism Development (DTTD) officials surprised the grand prize winners of the first annual “Reach the Summit” Video Contest this morning in Dover, New Hampshire. The contest encouraged fourth grade classes in New Hampshire to explain and demonstrate why visitors should come to the Granite State and offered a grand prize for the winning class of a trip up Mount Washington on The Cog Railroad.

Ms. LaBua’s fourth grade class at Garrison Elementary School in Dover won the grand prize of a ride in a luxury coach provided by Premier Coach and a trip up Mount Washington on the Cog Railroad.

“We are very excited about winning the Reach the Summit contest. Making our video was a good way for the students to think about what they know about New Hampshire.” said Kristen LaBua. “We created the rap as a group and the kids designed their dance- it was great!” she added.

“We received a lot of great videos for the contest and it was obvious how much time, effort and enthusiasm was put into these by the students and teachers,” said Lori Harnois, Director of DTTD. “Our judges had their work cut out for them picking a grand prize winner and category winners. We want to thank everyone who participated this year.”.

Winners in other categories were:

- Runner Up: Lafayette Regional School
- Best use of Geography: Penacook Elementary School
- Best use of Science: The Well School
- Best Overall Acting: Conway Elementary School
- Best use of Humor: Moultonborough School
- Most Creative: Wheelock Elementary School
- Most Educational: Saint Catherine of Siena

The winning videos will be posted on www.visitnh.gov/reach-the-summit and www.facebook.com/VisitNH to help generate excitement and appreciation for New Hampshire among students and visitors alike.

Runner Up will have their video clip played before scheduled showings at Red River Theatre in Concord throughout the summer season. Video winners in the other categories will be posted on the VisitNH Facebook Page, and will also be awarded a certificate by the Division of Travel and Tourism Development.

ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state's seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, www.visitnh.gov administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit www.visitnh.gov.

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