

Ontario mining industry offers prizes to students

Contributed by REM

TORONTO – If the longest journey begins with a single step, then surely the best high school video competition in Ontario begins with a single click on the computer. The Ontario Mining Association (OMA) recently launched an advertisement for its 2010 "So You Think You Know Mining" video contest on Facebook.

Ontario high school students who are on Facebook will see an advertisement asking, "STYTKM Video Contest: Ontario high school students, could you use \$7,500? Contest offers amazing cash prizes for videos and an iPod draw for on-line voters!" In order to spread the word about this OMA video contest among high school students, traditional media and advertisements were used along with web-based social networking to launch the program in 2009.

Last year, the OMA's venture into the brave new world of social media proved to be an effective way to communicate with the digital generation. Ontario high school students exposed to "So You Think You Know Mining" on Facebook contributed to significant spikes in the number of serious visitors to the OMA web site. Students became heavy consumers of various aspects of the OMA web site. The OMA is hoping for a similar response this year.

The prize for the best overall video is \$5,000 and all other categories carry \$2,500 prizes. Also, candidates for the People's Choice Award will be posted on the OMA web site throughout May 2010. Viewers will be able to vote online for their favourite video and be automatically entered into a draw for an iPod. In addition, the high school of the Best Overall winner will receive \$500 worth of video-making equipment. The deadline for video entries is April 16, 2010.

www.oma.on.ca