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NEWS RELEASE FOR IMMEDIATE RELEASE

Woodland Students' "You Can Be the Change" Video Earns 2nd Place in Worldwide Video Contest

Kimberly, Wis. – May 15, 2017 – Three sixth grade students from Woodland Intermediate School earned 2nd place in the Student Video Contest organized by the World of 7 Billion organization. Claire Knutsen, Tae Ellisen and Julia Loritz collaborated to create their award-winning video about coral bleaching for the contest's Ocean Health category.

The contest, open to middle and high school students from around the world, received 2,913 submissions created by over 5,500 students from 45 countries and 48 US states and territories.

Tae, Claire and Julia presented their research on coral bleaching in a dynamic animated video. They decided to title their video "You Can Be the Change" because they believe that



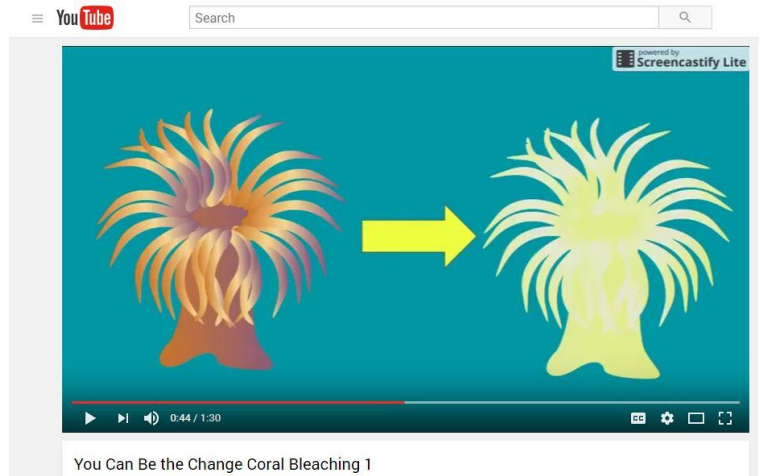
Sixth graders (pictured left to right) Claire Knutsen, Tae Ellisen, and Julia Loritz earned 2nd Place in a Worldwide Student Video Contest for their video "You Can Be the Change."

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just one person can make a difference if they change their behavior. To view their video online, go to

<https://youtu.be/nMMRiuXYw50>.

Through the project, they studied how population growth impacts ocean health and offered sustainable solutions. They created 644 slides, combining real photos with clip art and drawings to make a stop motion style animated video. The students agreed that the most challenging aspect of the production process was compromising over all of the ideas that they had.



A graphic from the award-winning “You Can Be the Change” video about coral bleaching created by three Woodland Intermediate School students.

While they were studying the issue, they were inspired by their realization that, “People across the globe do not have equal impacts on the environment. Here in America, just one person can make a difference if they change their behavior.” Through their video, they seek to inspire viewers to change the world and protect the oceans by taking small steps to conserve energy, reduce water usage and to not litter.

Their video was among five entries submitted from Mapleview and Woodland Intermediate students through their teacher Ulli Balistreri. All of the participating students learned about how population growth impacts the environment. Through the process of moving their ideas from research to video creation, the students learned about collaboration and team work – skills that help prepare them for their future. Balistreri added, “I am so proud of all of these kids.”

About the World of 7 Billion Video Contest

In the fall of 2011, the world population surpassed 7 billion and as a citizen of the earth, it’s important to understand how we reached this milestone, analyze the impact of our choices, and realize that our decisions can and will impact the future.

Middle and high school students were invited to enter a video in a contest that shows how human population growth exacerbates many of the innumerable challenges facing our society today.

The contest first ran during the 2010-2011 school year as a “teachable moment” around world population reaching 7 billion. At that time, 619 videos were received from 36 U.S. states and four countries abroad.

Now in its 6th year, nearly 8,000 student-made videos on the impacts of population have been created as a direct result of the contest. Thousands of students are now more aware of the vast connections between population and so many of today’s pressing global challenges.

About the Kimberly Area School District

The Kimberly Area School District is a progressive public school district committed to providing the best possible education available to students. Its responsibility is to help lead the way in developing well-rounded students and future citizens. The District wants every student to be given the opportunity to reach their potential through academics, the arts and co-curricular activities. It encompasses approximately 17 square miles and serves over 5,000 students in one 4K center, four elementary schools (5K-4), two intermediate schools (5-6), one middle school (7-8) and one high school (9-12). To learn more about the Kimberly Area School District, call (920)788-7900 or visit www.kimberly.k12.wi.us.