

Attention News Editors:

Bidwhack teams up with Canadian Safe School Network to launch positive messaging video contest

TORONTO, Dec. 23 /CNW/ - Bidwhack, with charitable partner Canadian Safe School Network (CSSN), launches 1st Annual Quality Video Contest to engage budding talent in the multi-media, film and creative industries to produce positive, impactful and educational videos.

"Bidwhack is all about providing opportunity for anyone to participate and anyone to win. As a company we are deeply rooted in corporate social responsibility - this video contest takes our commitment to the street encouraging young people to be a part of the solution," says William Willner, CEO, Bidwhack. "Every young person has the right to feel safe where they live and learn, this is why we are proud to support CSSN as the charitable beneficiary of our video contest."

Videos entered will adopt the attributes of respect, cooperation, honesty, kindness and/or empathy. Young artistic talent celebrated both for creative genius, as well for social responsibility and the ability to make a difference. The goal of the contest is to generate creative, fresh and powerful videos to help reduce youth violence through education and awareness of the devastating impact of physical and psychological bullying.

"I look forward with great anticipation to the results of this unique and exciting contest that will both raise awareness and much needed funds for the work of CSSN. It is an exciting new chapter for CSSN to be in a position to tap the creative support of so many talented young people. Two thumbs up to the Bidwhack team for their outstanding act of corporate responsibility," says Stu Auty, President, Canadian Safe School Network.

From December 23 until January 18, 2009 video contest participants will direct, produce and post on YouTube original, informative and ideally moving thirty-second to five minute videos promoting positive attributes for young people and the community at large. The 10 most highly viewed video submissions will be revealed at a public screening at The Bloor Cinemas on February 17, and be posted to a public voting forum at www.bidwhack.com until February 18. A combined score of public votes and celebrity panel judging will reveal the Top Video. The Audience Choice Award selected by popular vote.

The Bidwhack Awards, and a charitable donation to CSSN, will be presented at the 12th Annual Canadian Safe School Network Conference to be held at the Toronto Congress Centre on February 19, 2009.

About Bidwhack

Bidwhack.com is a dynamic and interactive online auction platform where participants can win incredible items by submitting the lowest unique bid. Participants win items worth thousands, for just a few dollars. Embracing corporate social responsibility at the core of its business operations, Bidwhack is also committed to raising funds and awareness for various worthy causes.

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BIDWHACK - More on this organization



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