



For Immediate Release

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BACK BY POPULAR DEMAND!

**First Lady Adds Additional Month to Successful Contest;
Contest cash and prizes total \$25,000**

Columbia, SC- January 31, 2008 First Lady Jenny Sanford is extending the Healthy SC School Video Contest into the month of February due to popular demand. The February contest will award winning videos with \$5,000 in cash and prizes. This brings the total value of the contest cash and prizes to \$25,000!

First Lady Jenny Sanford said, "I am proud to join once again with our primary sponsors- Blue Cross Blue Shield of SC, Coca Cola Bottling Company Consolidated, and Wal-Mart- to offer yet another month of this exciting contest. We welcome more students across SC to log on and get involved. You too could win real money and learn about health."

OurStage.com is hosting the video contest on a channel created solely for this contest. OurStage founder and CEO Ben Campbell said, "The Healthy SC Channel is thriving with nearly 100 student-generated videos to date. This is one of our most active and frequently-judged channels. We are excited to extend the contest into month of February and to continue to be a part of such a powerful initiative in the state of South Carolina."

For more information, visit www.healthysc.gov or check out the videos at www.ourstage.com/go/healthyscjudge.

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The Healthy SC Challenge is an outcome-based, cooperative effort aimed at encouraging individuals, communities and organizations across the state to show shared responsibility in developing innovative ways to improve the health of South Carolina's citizens. For more information about the Healthy SC Challenge, please visit www.healthysc.gov, or call 803-737-4772.