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Cobb County High School Students Earn Awards, Prizes for “H2O in HD” Water Conservation PSA Video Challenge

MARIETTA, Ga. (April 25, 2016) – Three videos produced by teams of Cobb County high school students have been selected as winners of the fourth annual H2O in HD video challenge. The entries were judged based on technical execution, water relevance and creativity, with special recognition for the “People’s Choice Award,” decided by online YouTube views. Winners were announced at the inaugural Earth Day Celebration at the Mable House Barnes Amphitheatre on April 22.

H2O in HD, which is presented in partnership with the Cobb County-Marietta Water Authority (CCMWA) and Cobb County Water System, invited Cobb County high school students to showcase their video production skills by creating a 60-second PSA to promote water conservation and highlight the value of water.

“We were very impressed with the innovative and educational entries this year,” says Amy Warnock, water efficiency programs specialist at Cobb County Water System. “The message of water conservation is one that we value highly, and the PSAs encourage people of all ages to make waterSmart decisions.”

The top three entries also received cash prizes – with half of the prize money going to the winning student or group of students and half to their school - \$500 for first place, \$300 for second place and \$100 for third place.

The winners included:

Grand Prize Winner and People’s Choice Award – “A Few Drops”

- North Cobb High School
- Austin Birchell

Second Place – “Water Poem”

- Kell High School
- Adam Campuzano
 - Tyler Weathers

Third Place – “Numbers Never Lie”

- Kell High School
- Lyndsie Ryon

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“Our goal with this project is to teach Cobb County youth about water conservation and the value of water in a fun, creative way while drawing on their individual talents,” says Becky Mixon, program director for waterSmart. “We applaud their commitment toward smart water usage and look forward to seeing what Cobb County students produce next year.”

About waterSmart

The waterSmartSM program was initiated by CCMWA in 2000 to educate their service area residents of all ages about the importance of indoor and outdoor water conservation and to help encourage sustainable, year-round conservation, regardless of climate conditions. CCMWA is in its sixteenth year of providing the waterSmart program to the community. For more information on water conservation and waterSmart, visit www.waterSmart.net.

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