



## NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Lesli Yogi  
(808) 956-5443  
lyogi@hawaii.edu

April 1, 2013

### **GEAR UP Hawai'i Sponsors the 2<sup>nd</sup> Annual "Take Charge of Your Future" Commercial Script Writing Challenge**

HONOLULU, HAWAI'I – gearup.hawaii.edu -- GEAR UP Hawai'i, a program under Hawai'i P-20 Partnerships for Education, is proud to sponsor with Oceanic Time Warner Cable and Clear Channel Hawai'i, the second annual "Take Charge of Your Future Commercial Script Writing Challenge".

"It's never too early for students to start thinking about one's future and this contest is designed to help raise awareness about the importance of preparing for college and career," says Angela Jackson, Project Director, for GEAR UP Hawai'i.

Students in sixth through twelfth grade in Hawai'i public schools are encouraged to write a script for a 30-second commercial, which can be produced for TV and also aired on radio. The script should promote to students what they can do to prepare for college and a career in a fun and entertaining way and create a lasting impression in the viewers' minds.

The winning students will receive an iPad mini and other prizes, and one winner will have their script professionally produced into a television commercial to air on various Oceanic Time Warner Cable stations in Hawai'i and recorded and aired on selected Clear Channel Hawai'i or neighbor island radio stations. To view last year's winning spot go to: <http://www.youtube.com/watch?v=EBv5IZ-NCXo&feature=youtu.be>

The contest runs from April 1-20, 2013. To enter and for complete contest rules and information please go to: [gearup.hawaii.edu](http://gearup.hawaii.edu).

#### **ABOUT GEAR UP HAWAI'I**

*GEAR UP Hawai'i, Gaining Early Awareness and Readiness for Undergraduate Programs, is a federally funded program with the mission to significantly increase low-income students' awareness of, preparedness for, and enrollment in postsecondary education. It is a critical program to assist in leading*

Hawai'i P-20

UNIVERSITY OF HAWAI'I • SINCLAIR LIBRARY, ROOM 504 • 2425 CAMPUS ROAD • HONOLULU, HI 96822

Office: 808-956-3879 | Fax: 808-956-8037

[www.p20hawaii.org](http://www.p20hawaii.org)

education reform efforts to help meet the state's goal of 55% of working age adults holding a two- or four- year college degree by 2025. For more information, visit our website at [www.gearuphawaii.edu](http://www.gearuphawaii.edu).

**ABOUT HAWAI'I P-20 PARTNERSHIPS FOR EDUCATION**

*Hawai'i P-20 Partnerships for Education, a statewide partnership led by the Early Learning Council, the Hawai'i State Department of Education and the University of Hawai'i System works to strengthen the education pipeline from early childhood through higher education so that all students achieve college and career success. Hawai'i P-20's partners share a sense of urgency about the need to improve Hawai'i's educational outcomes in an increasingly global economy, and have established a goal of 55 percent of Hawai'i's working age adults having a two- or four-year college degree by 2025. For more information, visit <http://www.p20hawaii.org>.*

# # #