



Charlie Crist
Governor

Ana M. Viamonte Ros, M.D., M.P.H.
State Surgeon General

PINELLAS COUNTY HEALTH DEPARTMENT

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Contact: Jeannine Mallory,
Public Information Officer
Pinellas County Health Department
727-824-6908 (media only)

Grandmother Inspires Winner
Pinellas County Teen Wins Statewide Video Contest

Tobacco Free Florida has announced the winner of the YouCare video contest. **Rachel Sbrissa of Clearwater** was selected out of 150 entries for her video that shares why she chooses not to smoke. Sbrissa's grandmother, her inspiration for the entry, was undergoing chemotherapy and radiation for lung cancer when Rachel created the video, but lost the battle a few weeks ago.

Stick figures illustrate the reasons why Sbrissa does not smoke – including second-hand smoke that smells and pollutes the air, yellow teeth and fingers, bad breath and lung cancer. She also regards smoking as a waste of time and money and concludes her video by saying we only get one life and she wants to live a long, well-fulfilled one.

Sbrissa's submission (along with the top 25 video entries) will air on the first ever statewide On-Demand channel devoted exclusively to the campaign. The other nine winners are David Warren of Lakeland, Christopher W. Jones of Orlando, Somon Nader of Boca Raton, Nicki Ricci of Santa Rosa Beach, Jonathan Evan Stio of North Miami Beach, Chris Aitken of Miami, James Daly of Oviedo, Joseph Rodriguez of West Palm Beach, and Matthew David of Jacksonville.

Floridians were invited to create and submit videos that show their unique point of view about not smoking and the relationship of that point of view to the contest title "YouCare." Tobacco Free Florida collaborated with YouTube to sponsor the YouCare video contest where entrants share why they don't smoke. The contest allowed users to vote for their favorite submission. The top 50 videos were reviewed by a judging panel to determine the grand prize winner and runner-ups. In scoring, judges considered originality, entertainment value and the creative way in which the video showed the relationship to smoking and the theme, YouCare.

To view Rachel Sbrissa's award-winning video, visit
<http://www.tobaccofreeflorida.com/english/campaign/youcare/>

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www.PinellasHealth.com