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Florida League of Cities Announces Winners of 2016 Youth Council Video Competition

Youth Council Winning Videos Focus on What Makes Their City Special

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TALLAHASSEE – The Florida League of Cities announced the following youth councils as winners of its Fourth Annual Municipal Youth Council Video Competition.

- **First Place** - City of Tampa Mayor's Youth Corps - Tampa: The City Without Limits
- **Second Place** - City of Fort Myers Teen Advisory Council - I Love Fort Myers
- **Third Place** - City of Niceville's Youth Advisory Council - This is Niceville
- **Fourth Place** - City of Dade City Youth Council - Dade City: The Place to Be
- **Fifth Place** - City of Sanford Mayor's Youth Council - Why I Love Sanford

Links to all videos are available online at <http://www.floridaleagueofcities.com/Resources.aspx?CNID=17591>.

"The League's annual video competition offers Florida's youth councils a unique opportunity to showcase their ideas, creativity, and commitment to their community," said Matt Surrency, president of the Florida League of Cities and mayor of the City of Hawthorne. "Youth councils are a great way to get the next generation of leaders involved in local government. As an elected official, I believe it is important to expose young people to civic education at an early age so they can understand the scope of municipal services and can become more engaged citizens in the future."

This year's youth council video competition asked youth councils to create a 30- or 60-second video (public service announcement, or PSA) to answer one simple question: Why I Love My City? The youth were asked to take some time to consider why their city is so special – what elements do they love the most? They were also asked to plan a strategy for their video to have a viral impact on social media. The competition's official hashtag is #YouthCityLove. Each group was also asked to provide information about their council, purpose, projects, and work in their city.

Winners will receive a trophy and monetary award; receive recognition at the League's Annual Conference; be featured in the League's statewide publication, *Quality Cities (QC)* magazine; and have their videos presented on the League's website and Facebook and Twitter accounts.

Youth councils are organizations composed of students, typically from high schools within a city, who may also serve as an advisory board to a city commission/council. Many times these students are selected to serve based on

their leadership potential or their desire to learn more about their community and give back through volunteer service.

For additional information on youth councils, read the League's publication, *A Guide for Creating a City Youth Council*, online at www.floridaleagueofcities.com/Publications.aspx?CNID=178.

Founded in 1922, the Florida League of Cities is the united voice for Florida's municipal governments. Its goals are to promote local self-government and serve the needs of Florida's cities. Florida's cities are formed by their citizens and governed by their citizens. The League is founded on the belief that local self-government is the keystone of American democracy. For more information, visit www.floridaleagueofcities.com.