



**For Immediate Release**

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## **Local Contest Encourages Teens to Stay Active**

*Contestants Asked to Submit Spoken-Word Messages on Importance of Physical Activity*

**NEW ORLEANS** – The Prevention Research Center at Tulane University's School of Public Health, in partnership with the Entergy Charitable Foundation and WQUE-FM Q93, will launch "Be Heard," a radio contest for New Orleans-area teenagers that encourages physical activity while promoting creativity and self-expression.

Open to local teens between the ages of 13 and 18, "Be Heard" launches on Oct. 5, 2009 and urges youth throughout New Orleans to consider why staying active is important to their health. The contest calls for contestants to create spoken-word messages or song lyrics focused on the importance of physical activity and maintaining a healthy lifestyle.

The call for entries will take place during October 5 – 16, 2009. Submissions can be made online in the Contest section of Q93.com or through drop-off at WQUE's station located at 929 Howard Avenue, New Orleans, La. 70113. Three top finalists will be chosen and each will have the opportunity to record their lyrics, which will then air on WQUE during October 26 – 30, 2009.

During the airing of each finalist's demo, the public will have the chance to vote online at Q93.com and via text message voting for their favorite artist's recording. Once finalist voting is complete, a winner will be announced and the winning track will be aired on WQUE during November 2 – 6, 2009.

In addition to the opportunity to record one's own spoken-word message in a professional recording studio and having it air live on WQUE, participants will also have the chance to win a single-speed Sun "Kruizer" bicycle from Mike the Bike Guy with a retail value of \$250 along with other prizes.

For complete contest rules, information on eligibility and submission criteria, visit Q93.com. For more information, contact Lisa Hoffman at [lhoffman@tulane.edu](mailto:lhoffman@tulane.edu) or 504-988-7410 or Michelle Pucci at [michellep@z-comm.com](mailto:michellep@z-comm.com) or 504-962-3726.

Founded in 1998, the Prevention Research Center at Tulane University addresses the impact of the physical and social environments on obesity and its behavioral determinants (diet and physical activity) through research, collaboration with community partners and policymakers, and communication to build healthier communities in New Orleans and beyond. The Tulane PRC is one of 33 centers funded by the Centers for Disease Control and Prevention.

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