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FOUNDATION



**ex'pression**  
COLLEGE FOR DIGITAL ARTS

## **Safe America Foundation and Ex'pression College Hold Contest to Select Cutting-Edge Emergency Preparedness PSA**

*Recent Ex'pression College Graduates produce 30-second PSA promoting the Safe America Foundation's nation "Text First. Talk Second!"™ Drill*

**Marietta, GA** – The Safe America Foundation has teamed up with Ex'pression College for Digital Arts to hold a contest this summer, with Ex'pression students and recent alumni, to find the best Public Service Announcement which promotes the use of text messaging in an emergency. Participants from the San Francisco-based institution will produce a 30-second PSA that supports and promotes awareness of Safe America's *Text First. Talk Second!*™ drill, scheduled for September 11, 2010.

As part of Safe America's 2010 *9/11 Drill Down for Safety* program, the *Text First. Talk Second!*™ drill will raise a public awareness of the importance text messaging can play in communicating during an emergency. During a crisis, voice networks can quickly become overloaded; the bandwidth used for non-critical calls could jeopardize voice communication for those in life-threatening situations. In rare instances, communications between emergency service personnel may even be interrupted. This September 11, Safe America is encouraging all Americans to practice texting "R U OK"/"I M OK" with their friends and family. The Ex'pression College PSA will play a vital role in getting the message out about this drill.

"The importance of this drill on 9/11 cannot be overstated," said Spencer Nilsen, president and creative director of Ex'pression College. "We're honored to be involved, and have our students and graduates use their animation, motion graphics, audio, and above all, storytelling skills to spread this potentially lifesaving message."

This competition is open to all current students and alumni from the last year. All PSAs will be featured on the Safe America Foundation's YouTube channel, and the winning PSA will be selected by a panel of industry experts, with the likely announcement date of August 24, 2010. Prizes for the winning PSA include \$1,000 in cash, a chance to fly to New York City for the winning PSA preview at NBC Headquarters, 30 Rockefeller Plaza, and an opportunity to have their work critiqued by top animation expert, Fred Seibert.

To participate in this contest, PSA's must:

- *Be 30 seconds long*
- *Utilize a script, provided by the Safe America Foundation, which highlights the importance texting plays in an emergency*
- *Be submitted to [Christina.Delacruz@safeamerica.org](mailto:Christina.Delacruz@safeamerica.org) or mailed to The Safe America Foundation, attn: Christina Dela Cruz, 2480 Sandy Plains RD., Marietta GA 30066 by 12:00 AM (Midnight) on Saturday, August 7, 2010*

### **About 9/11 Drill Down for Safety**

The *9/11 Drill Down for Safety* was launched by the Safe America Foundation in 2009. Its purpose is to promote the planning and execution of emergency preparedness drills and to create a “culture of preparedness.” Last year, over 400,000 American families, businesses, public institutions and NGOs participated in *Drill Down* and demonstrated their preparedness through drills, exercises, text emergency alerts, building an emergency preparedness kit and other activities. For more information on this and *Text First. Talk Second!*<sup>™</sup> go to [safeamericaprepared.org](http://safeamericaprepared.org).

### **About the Safe America Foundation**

The Same America Foundation is a Marietta, Georgia based 501(c)(3) non-profit dedicated to addressing emerging health and safety issues – at home, work and play. Founded in 1994, the foundation develops educational programs in partnership with the academis, corporate, public and non-profit sectors. For more information visit [safeameria.org](http://safeameria.org) or call 770-973-7233. Safe America can also be found on Twitter @safeamerica.

### **About Ex'pression College for Digital Arts**

Founded in 1999 by the late (2008) Dutch entrepreneur Eckart Wintzen, Ex'pression is a unique, accredited, digital arts college. Ex'pression College for Digital Arts teaches and grants Bachelor's Degrees in four programs: Sound Arts; Animation & Visual Effects; Motion Graphic Design and Game Art & Design. Ex'pression utilizes a professional, accelerated program, and students live and learn in the culture of digital arts production for about 2.5 years. Class sizes are limited to ensure hands-on learning, instructor attention and access to gear and equipment. Students learn and work with professional-grade equipment and studios. Ex'pression College maintains close ties with top industry professionals to provide students with real-world client projects and mentorship opportunities, as well as career development assistance, which is available to all graduates.

Ex'pression College for Digital Arts is located in an imagination-inspiring 100,000-square-foot facility just across the Bay Bridge from San Francisco. For more information, please visit the Ex'pression Website at: <http://www.expression.edu>

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