



P.O. Box 1989  
Fort Lee, NJ 07024 USA  
ph: 201.242.9460  
fx: 201.363.9241  
ws: www.shalomtv.com

FOR IMMEDIATE RELEASE  
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## **SHALOM TV ANNOUNCES "ISRAEL AT 60" HIGH SCHOOL VIDEO CONTEST** **Israeli Consulate in New York to host ceremony for winners**

May 1, 2008 (Fort Lee, NJ) -- On May 8, world Jewry celebrates the sixtieth anniversary of the State of Israel. And, as part of its yearlong celebration of "Israel at 60," Shalom TV is inviting high school students throughout America to participate in a special "Israel at 60 Video Contest."

Any 60-second video saluting Israeli history or Israel today is welcome, with possible themes ranging from "What Israel means to me," to "What Israel has meant for Jewish history" to "What I love about Israel today!" Funny or serious. Simple or profound. Whatever excites the imagination of high school students and helps Shalom TV viewers recognize "Israel at 60."



Winning videos, and those receiving honorable mention, will air nationally on Shalom TV to more than 16 million homes across the country. Shalom TV is carried on Comcast, Time Warner Cable, MetroCast, and Blue Ridge Communications systems.

Additionally, in keeping with the "Israel at 60" theme, the first-prize winner will be awarded \$600. Two second-place winners will each receive \$160. And three third-place winners will receive \$60. Videos may be produced by student groups, but only one prize will be awarded for each selected title.

In appreciation of American high school students who are commemorating this historic milestone through Shalom TV's "Israel at 60" contest, the Israeli Consulate in New York will host a ceremony honoring the top entries and showcasing the winning videos.

Submissions must be postmarked by August 31, 2008, and should be mailed to Shalom TV, PO Box 1989, Fort Lee, New Jersey, 07024. Videos must be 60-seconds in length and recorded on an acceptable digital format [DVD, DVcam, DVpro, or mini-DV]. All entries become the property of Shalom TV and will not be returned.

An entry form and official contest rules are available on the Shalom TV Web site at [www.shalomtv.com](http://www.shalomtv.com) by following the "Downloads" link from the network's home page.

Shalom TV is a mainstream cable television network celebrating Jewish culture. As the nation's first Jewish channel, its mission is to enlighten and enrich the lives of viewers through meaningful, educational, and entertaining telecasts touching upon issues of interest to the Jewish community.

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