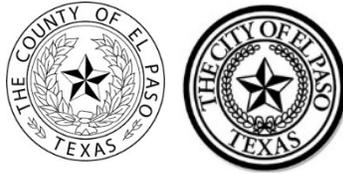


EL PASO COUNTY ECONOMIC DEVELOPMENT

FOR IMMEDIATE RELEASE



Contact: [Andrea Hutchins](#)
571-458-6296

El Paso County, City, Select Crowd-Sourced COVID -19 PSA Videos

PBS El Paso to air winning videos for El Paso Safe PSA Contest

June 01, 2020, EL PASO, TX: Today the winners of the El Paso Safe PSA Contest, a joint effort of the County, City of El Paso, and PBS El Paso, were announced. The first place winner will receive a \$1500 cash prize and the second place winner is to receive \$500. Both videos will air on PBS during the month of June.

Back on May 08, 2020, PBS El Paso began accepting short, home-produced videos that encouraged El Pasoans to adhere to various CDC guidelines regarding the COVID-19 pandemic. A total of 53 videos were submitted by the May 18th deadline and County Judge Ricardo Samaniego and Mayor Dee Margo selected the top two videos.

"We want to thank the community for engaging in this project in such unique and creative ways," said Judge Samaniego. "We believe these videos contain a lot of local flavor and are very relatable to El Pasoans."

The top video was submitted by Juan Diego Burciaga. The video takes the viewer on an emotional tour through our distant and recent past and projects a hopeful future. It also features stunning aerial footage of El Paso and encourages people to wash their hands for 20 seconds.

"By the time I started working on this project, I realized that most information circulating on the media related to COVID19 presented a grim and uncertain future," said Burciaga. "This encouraged me to find a way to tell our community that, despite this being a challenging time for all of us, it will eventually be in our past, but we should not let our guard down and remember to maintain good basic hygiene."

The second place winner was a Lego stop-motion video submitted by Braulio Banuelos. The video charmingly educates the viewer about how the virus spreads. It then encourages us to fight the virus by sanitizing surfaces, coughing into your elbow, wearing a mask in public and maintaining social distancing.

Beginning Friday, June 5th, the winning videos will begin to air on PBS El Paso for the remainder of the month. A playlist of all submissions, including winning videos and finalists, can be found at www.kcostv.org/elpasosafe/.

[The El Paso County Economic Development Department](#) administers programs which seek to enhance the business operating climate and promote heritage tourism throughout El Paso County. These efforts serve to enhance the quality of life for all residents.

###

 [@epcountyecon](#)

500 E. SAN ANTONIO, ROOM 312, EL PASO, TEXAS 79901-2427, PHONE: (571) 458-6296,
FAX: (915) 546-2217, EMAIL: economicdevelopment@epcounty.com