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**FOR IMMEDIATE RELEASE**

**Breathe California of the Bay Area host the  
"Be the First" Contest Award Ceremony**

SAN JOSE, CA – On Saturday, February 11th, 2017, Breathe California of the Bay Area (BCBA) hosted its first ever “Be the First” Public Service Announcement (PSA) Contest Award Ceremony. Partnering with CVS Health, the event took place at the Rose Garden Library – 1580 Naglee Ave., San Jose, CA 95126 from 10:00am-11:30am. This contest invited middle and highschool students in the Bay Area to present a 30 or 60 second video PSA with a tobacco/nicotine-free message. Participants had the opportunity to win 1st, 2nd, and 3rd place cash prizes and the chance to compete in the Statewide Breathe California Youth PSA Contest taking place in Sacramento, CA on February 25, 2017.

**Middle School Winners**

1st Place: “*Be the First*” by Sophie Azriel  
2nd Place : *It Hurts Everyone*” by Claire McNemey  
3rd Place: “*Don’t Be a Zombie*” by Muna Bellot

**High School Winners**

1st Place: “*Looks Can be Deceiving*” by Liron Day & Manan Chopra  
  
2nd Place : “*Where’s It Leading You*” by Ethan Zalunardo, Pablo Stone and Marcus Elola  
  
3rd place.: “*10 years*”  
Nick Bray, Vittorio Morini Bianzino, and Greg Gontier

**JUDGES:**

**Hewitt Joyner Jr.**,  
CEO/Founder of Joyner/Payne Youth Service Agency  
**Marianne Stoutt**, Board Member of BCBA  
**Abhay Tewari**,  
CEO of Sumbon and Board Member of BCBA)  
**MaryAnn Laguna**, Wellness Consultant with McClure Nelson & Associates)



*From left to right: 1st row: Hewitt Joyner Jr, Marianne Stoutt, Nick Bray, Greg Gontier, Liron Day, Manan Chopta, Julia Barba, Claire McNemey, Sophie Azriel, Mary Ann Laguna, Parent of Muna Bellot 2nd Row: Ethan Zalunardo, Pablo Stone, Illyasha Peete, Abhay Tewari, and Victor Vasquez*

BCBA’s goal is to educate young students about the negative side-effects of tobacco. BCBA believes that this PSA contest was a fun and engaging way for students to show off their creativity and spread awareness in the community

There are many opportunities to become involved with Breathe California of the Bay Area. Contact our office at (408) 998-5865 or visit [www.breathebayarea.org](http://www.breathebayarea.org).

**About Breathe California of the Bay Area:**

Celebrating its 106th year in the Bay Area, Breathe California (BCBA) is a 501© non-profit organization which was founded in San Jose. BCBA is dedicated to fighting lung disease and advocating for clean air. As one of California’s oldest voluntary health organizations, BCBA addresses the most critical lung health threats through prevention, education, patient support, research, and advocacy

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