

February 22, 2013

Media Contact: Amy Luft, 475-2229



Picture This! Treasure Valley 2040 **Youth Video Contest**

Winning Video Announced

Meridian, ID – What do you think life in the Treasure Valley will be like in the year 2040? The Community Planning Association of Southwest Idaho, or COMPASS, challenged local teens to ponder that question, then create videos that depict their answers in the *Picture This! Treasure Valley 2040* video contest.

COMPASS is pleased to announce the winner of the *Picture This!* video contest: [*2040: A Sneak Peek into the Future*](#) by [Vera Gaddi](#) and [Sarah Dean](#). Both girls are 8th grade students at East Junior High in Boise.

The video focuses mainly on the future quality of life in the Treasure Valley, with an emphasis on how transportation options, including electric vehicles and hovercraft, impact that future. The video also discusses the desire to preserve those things that make the Treasure Valley the desirable place it is today – recreational opportunities, the arts, and the relationship with the natural environment.

Visit the COMPASS YouTube channel to view the winning video at www.youtube.com/user/COMPASSIdaho. The video will also be used at COMPASS outreach events throughout the development and implementation of *Communities in Motion 2040*, the next regional long-range transportation and sustainability plan for Ada and Canyon Counties.

“It’s exciting to see how today’s youth view their own future,” states COMPASS Executive Director Matt Stoll. “After all, they will be the adults – the commuters, homeowners, and decision-makers – as we move toward the year 2040. The young ladies who produced this winning video have already distinguished themselves as leaders of today and tomorrow.”

Contest prizes were donated by Bogus Basin Mountain Recreation Area, Roaring Springs, Wahooz Family Fun Zone, and the Treasure Valley Family YMCA.

Learn more about *Communities in Motion 2040* at www.compassidaho.org/prodserv/cim2040.htm. The plan is expected to be complete in September 2014 and will plan to the year 2040.