



NUCLEAR AGE PEACE FOUNDATION

Committed to a World Free of Nuclear Weapons

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PRIZE-WINNING VIDEO “THE NUCLEAR FAMILY” TO GET SHOWING AT THE UNITED NATIONS

April 29, 2010

FOR IMMEDIATE RELEASE :

SANTA BARBARA -- The Nuclear Age Peace Foundation will show the winning entry of its 2010 Swackhamer Disarmament Video Contest at the United Nations on Monday, May 3rd. It will be part of the Foundation's presentation at the Non-Proliferation Treaty Review Conference being held at UN Headquarters in New York City.

Angela How, of Los Angeles, won the \$1,000 first prize with her video entitled, “The Nuclear Family.” Modeled after a 1950s commercial, the video uses satire to illustrate the futility of nuclear weapons.

The top three videos can be viewed on line at:

<http://www.wagingpeace.org/menu/programs/awards-&-contests/video-contest/2010/winners.htm>

Angela How is originally from Singapore, but studied for her Bachelor's degree in Applied Science (Architectural Science) and her Bachelor's degree in Architecture in Australia. She is also a graduate of the Directing MFA program at the UCLA School of Theatre, Film and Television. Her short films have played at many international film festivals, including the Stockholm International Film Festival.

“The whole idea of a nuclear weapons race is absurd and ridiculous,” said the filmmaker. “It's a race that no one wins. So, I figured, what better way to really spell out the absurdity of it all than with satire, and with a scenario that's globally familiar - a family dinner.”

There were 55 videos submitted to this year's Swackhamer competition.

Second Prize, \$500, went to Jonathan Mann of Berkeley, California for his work “Song A Day #454: How to Stop the Nuclear Menace.” Third Prize, \$250, went to Leila Ling of Houston Texas,. “Avoiding Catastrophe: Looking Back Towards the Future.”

“The judges and the staff of the Nuclear Age Peace Foundation appreciate the research, creativity and many hours of work that went into each of the videos,” said Rick Wayman, Director of Programs for the Foundation and contest coordinator. “We honor each and every one of the entrants for their commitment to the cause.”

Contestants made videos of three minutes or less addressing the topic “Avoiding Catastrophe: Changing Our Modes of Thinking.”

The video contest is held annually. There will be an announcement about the next contest in March 2011.

Please contact Steven Crandell, 805 965-3443 for interview requests and information.

The Nuclear Age Peace Foundation initiates and supports worldwide efforts to abolish nuclear weapons, to strengthen international law and institutions, and to inspire and empower a new generation of peace leaders. Founded in 1982, the Foundation is comprised of individuals and organizations worldwide who realize the imperative for peace in the Nuclear Age. The Nuclear Age Peace Foundation is a non-profit, non-partisan international education and advocacy organization. It has consultative status to the United Nations Economic and Social Council and is recognized by the UN as a Peace Messenger Organization.