
NEWS RELEASE

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GRIP magazine launches youth awards

(Edmonton, Alberta) – The magazine that gave youth a voice is now giving teens a head start in their burgeoning creative careers. The Alberta Mental Health Board (AMHB), along with Venture Publishing, announced today in Edmonton the launch of the *Grip X-Press Awards*, an initiative of *Grip* magazine.

Grip is an award-winning magazine that is unique in that it is a publication that is written by youth, for youth. All of its content is driven by a youth advisory council, made up of teens from across the province. Stories shared in *Grip* range from topics such as depression, cyber safety and building communication skills. Demand for *Grip* has increased steadily since its launch in 2006. More than 60,000 copies are now distributed to high schools, libraries and other youth-friendly places throughout the province.

The innovative magazine has received accolades from more than just the youth. The AMHB was awarded the Health Care Public Relations Association's Hygeia Award in the category of external communications this spring in a national competition.

"*Grip* and its accompanying website, www.griponlife.ca, encourage youths to connect with their peers, which is an important component of mental health," said Ruby Brown, Vice-President of Advocacy, Innovation and Monitoring at the AMHB. "The *Grip X-Press Awards* is a way for us to encourage youths to continue to build connections in their lives."

Ruth Kelly, Publisher and Editor-in-Chief, Venture Publishing says: "Venture Publishing is delighted to be working with the AMHB to host the first *Grip X-Press* awards. The awards will recognize and celebrate the written and visual creativity of teens, talent that we see regularly in the many submissions that we receive for *Grip* magazine. We are proud to be working with the AMHB and *Grip*'s Youth Advisory Council to create a magazine that continues to touch the hearts and minds of a growing number of readers."

Youths aged 13 to 19 are invited to submit their entries for the following categories: best written article (non-fiction), best short story or poetry (fiction), best photography or illustration and best podcast. Entries must be received by December 3, 2007. Winners will be announced at a gala event in January 2008.

For full entry details, visit www.griponlife.ca or www.amhb.ab.ca.

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The Alberta Mental Health Board is a provincial health authority that oversees and advances Alberta's mental health system, serves in an advisory capacity to the Minister of Health and Wellness, and works with health regions and others to address system-wide mental health priority issues that span regional, provincial and organizational boundaries.

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