

## LaCoste wins video contest

Posted 9 hours ago

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Editor

A video contest promoting the Alberta SouthWest Regional Alliance is a feather in the cap for a local videographer and for Ultimate Trains.

Phillip LaCoste, 16, won the My Alberta SouthWest Video Contest with his submission Ultimate Trains.

His father, Guy LaCoste, will be accepting the prize with him during a presentation in Nanton Sept. 7.

Guy's presence is needed because Phil is 16, and the contest requires that someone over the age of 18 officially accept the prize on his behalf.

The presentation will be made during an Alberta SouthWest board meeting at the Nanton Community Centre at 7 p.m.

LaCoste's short video features the day in the life of a miniature train.

"Without a car, I couldn't get around to a lot of places in the region and the Garden Railway was a visually cool place to shoot a video," said LaCoste.

His video can be viewed on YouTube by visiting YouTube and searching Alberta South West – Ultimate Trains.

LaCoste received 1,300 votes after networking with friends and family around the globe.

"We had a fun time contacting people we knew," says LaCoste. "I used my Facebook account. I used my cellphone. My parents emailed all their work friends. Together, we emailed friends across the country and my dad even invited the provincial and national train model associations to vote."

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"I'm proud of what Phillip can do with video editing. He enjoys the challenge and wants to make 'over the top' videos," said Guy.

LaCoste plans to use the \$1,000 in prize money to buy graphic design software and save the rest for school.

The My Alberta SouthWest Video Contest began June 20 as an initiative of the Alberta SouthWest Regional Alliance.

The contest invited residents of Alberta to submit a video to "Show us your Alberta SouthWest."

"We are delighted with all of video entries that show what is personally special to each entrant, and were thrilled to see how involved everyone was — particularly the young people," said Bev Thornton, executive director of the AlbertaSW Regional Alliance.

In addition to the \$1,000 cash, prize packages were provided by Alpine Stables, Bayshore Inn, Bluebird Motel, Brown Creek Wild Rags, Centre Peak High Country Adventures, Chimney Rock B & B, Cottonwood Village Retirement Residence, Eldorado RV, Lucasia Ranch Vacations, Prince of Wales Hotel, Ramada Inn and Suites Pincher Creek, Sierra West Cabins and Ranch Vacations, Southern Alberta Historic Sites, Steeped Tea, The Fort Museum, Trail of the Great Bear, Waterton Lakes Golf Course, Waterton Natural History Association, Waterton Shoreline Cruise Co., and Wow and Then.

Funding and media sponsors of the contest include Travel Alberta, Global News, CJOC and Mountain Radio.

Businesses within the partnership area were invited to donate items for the prize package.

Alberta SouthWest Regional Alliance is a group of 16 communities, working together for regional economic development.

The collaborative initiatives focus on creating the right environment in which balanced growth can occur, increasing prosperity for all members.

Alberta SouthWest is one of 12 regional economic development alliances in Alberta and represents a total membership population of 36,792 and covers an area of 16,705 square kilometres.

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