FOR IMMEDIATE RELEASE

AIST ANNOUNCES WINNERS OF STUDENT MARKETING VIDEO CONTEST

PITTSBURGH, 12 April 2017 — The Association for Iron & Steel Technology (AIST) is pleased to announce the winners of "The Real Steel" Marketing Video Challenge Contest. The annual contest, sponsored by the AIST Foundation, challenges university and high school students to create three-minute videos that educate viewers about steelmaking.

The theme of the 2017 contest was Advanced Technologies in Steelmaking. Entrants were to illustrate how these technologies are improving production, processing and the application of iron and steel. The AIST Foundation received 12 entries, ranging from a Kansas high school to universities in Brazil, Canada, Egypt and India.

During the public phase of the AIST Foundation student video contest, 2,780 votes were cast. The entries were viewed 6,040 times, which equates to 302 hours of educational viewing.

At the end of February, the public votes revealed the nine contest semi-finalists. Then, the AIST Video Contest Committee, consisting of individuals from Steel Dynamics Inc., ArcelorMittal USA, Colorado School of Mines, Michigan Tech., and Primetals Technologies, chose the winners.

Staci Beiswanger, employee development manager, Steel Dynamics Inc., and chair of the AIST Video Contest Committee, said, "On behalf of the Video Contest Committee, I would like to congratulate our first-place winner, the video team from **Indian Institute of Technology – Roorkee**, led by Rohit Verma, as well as the other contest winners. The Video Contest Committee was impressed with the time, creativity and talent put into this year's entries."

The Grand Prize winner will receive US$3,000, and five winners will each receive US$1,000. All of the 2017 entries can be viewed on the AIST Contests Web page.

The winners, chosen by the Video Contest Committee, are:

Grand Prize Winner:

- **Indian Institute of Technology – Roorkee**, Roorkee, UT, India
  Rohit Verma, student captain, *"Steel Unveiled"*

US$1,000 Winners:

- **Indian Institute of Technology–Roorkee**, Roorkee, UT, India
  Yashi Trivedi, student captain, "*Zeal for Steel"*

- **McMaster University**, Hamilton, Ont., Canada
  Chris Thomsen, student captain, *"Steel: Meeting the Global Demands for the 21st Century"*

- **Saint Thomas Aquinas High School**, Overland Park, Kan., USA
  Madison McMillen, student captain, *"Steel: Building Our World"*

- **Indian Institute of Technology – Roorkee**, Roorkee, UT, India
  Sakshi Mathur, student captain, *"The Gift of Steel"*

- **Universidade Federal de Minas Gerais**, Belo Horizonte, MG, Brazil
  Hudson Queiroz, student captain, *"A High-Tech Driven Industry: Steel's Future"*

This is the sixth year of the AIST Foundation "Real Steel" Student Video Marketing Challenge. Each of the 45 winning entries for the contest to date can be viewed on the AIST Foundation's YouTube channel.

The AIST Foundation is a Pennsylvania-based 501(c)(3) non-profit corporation organized for charitable, education and scientific purposes to attract technology-oriented professionals to the steel industry by educating the public about the high-tech, diverse and rewarding nature of careers in steel manufacturing. Through a variety of programs, the AIST Foundation awards more than US$700,000 annually in programs and grants to students, instructors and schools to ensure the iron and steel industry of tomorrow will have a sufficient number of qualified professionals.

The AIST Foundation is part of the Association for Iron & Steel Technology, a non-profit technical association of 17,500 members from more than 70 countries, with the mission to advance the technical development, production, processing and application of iron and steel. The organization is recognized as a global leader in networking, education, and sustainability programs for advancing iron and steel technology.

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