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FOR IMMEDIATE RELEASE

AIST ANNOUNCES WINNERS OF STUDENT MARKETING VIDEO CONTEST

PITTSBURGH, 3 April 2018 — [The Association for Iron & Steel Technology \(AIST\)](#) is pleased to announce the winners of The “Real Steel” Video Challenge. 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 2018 contest was The Importance of People in Steelmaking. Entrants were to identify personnel responsibilities; the evolution of the production, processing and application of iron and steel; and the roles people have in making the steel industry safer. The AIST Foundation received submissions from Brazil, Mexico, India and the United States.

During the public phase of the AIST Foundation student video contest, more than 3,300 votes were cast.

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

Staci Beiswanger, employee development manager, Steel Dynamics Inc., and chair of the AIST Video Contest Committee, said, “This year’s ‘Real Steel’ Video Challenge proved to be competitive once again. The Video Contest Committee was excited to see the time, effort, and creativity put into each entry. The Committee would like to congratulate Purdue University Northwest, led by Kyle Toth, for their winning entry titled ‘*Steelworkers Today, Tomorrow, and Beyond.*’”

The Grand Prize winner will receive US\$3,000, and five winners will each receive US\$1,000. All of the 2018 entries can be viewed on the [AIST Contests Web page](#).

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

Grand Prize Winner:

- **Purdue University Northwest**, Hammond, Ind., USA
Kyle Toth, student captain, “*Steelworkers Today, Tomorrow and Beyond*”

US\$1,000 Winners:

- **Universidade Federal de Minas Gerais**, Belo Horizonte, MG, Brazil
Felipe Augusto Vitoriano, student captain, “*Humanware*”
- **Universidade Federal de Minas Gerais**, Belo Horizonte, MG, Brazil
Leticia Seanders de Almada, student captain, “*We Are the Steel*”

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- **Indian Institute of Technology – Roorkee**, Roorkee, UT, India
Apoorv Khare, student captain, *“The Era of Steel”*
- **Indian Institute of Technology – Roorkee**, Roorkee, UT, India
Rishabh Dhakarwal, student captain, *“Need for Steel”*
- **Universidad Nacional Autónoma de México**, México City, México
Maria Fernanda Fernandez-Gonzalez, student captain, *“Safety Is Steel Our #1 Priority”*

This is the seventh year of the AIST Foundation “Real Steel” Video Challenge. Each of the 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\$775,000 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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