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FOR IMMEDIATE RELEASE

AIST ANNOUNCES WINNERS OF STUDENT MARKETING VIDEO CONTEST

PITTSBURGH, 3 April 2014 — The [Association for Iron & Steel Technology \(AIST\)](#) is pleased to announce the winners of “The Real Steel” Marketing Video Challenge Contest. The contest, sponsored by the [AIST Foundation](#), challenges university and high school students to create three-minute videos promoting careers within the steel industry, while highlighting environmental consciousness, energy conservation, technological advancements and safety awareness.

Staci Beiswanger, employee development manager, Steel Dynamics Inc., and chair of the AIST Video Contest Committee, said, “The videos these students developed will educate young viewers about the steel industry and provide them with an exciting, fresh perspective. The committee was very impressed with the hard work and creativity that was put into the video submissions.”

More than 5,000 votes were cast for the students’ videos to determine the semi-finalists. The Grand Prize winner will receive US\$3,000, and five winners will each receive US\$1,000. The winners, chosen by the Video Contest Committee, are:

Grand Prize Winner:

- **Missouri University of Science and Technology**, Rolla, Mo., USA, Scott Pisarik, student captain, *“The Art of Steelmaking”*

US\$1,000 Winners:

- **Northern Secondary School**, Toronto, Ont., Canada, Iris Redinger, student captain, *“Steeling the Spotlight”*
- **St. Joseph High School**, Natrona Heights, Pa., USA, Tyler Protivnak, student captain, *“The Evolution of Steel”*
- **Purdue University – Calumet**, Hammond, Ind., USA, Alrazy Sonet, student captain, *“STEEL — To Save Life, To Decorate Life”*
- **St. Thomas Aquinas High School**, Overland Park, Kan., USA, Abby McCormick, student captain, *“Steel: Jobs That Stand the Test of Time”*
- **McGill University**, Montréal, Que., Canada, Cameron Hill, student captain, *“Moving Forward With Steel”*

All of the entries can be viewed online at the AIST [contest page](#). The winners will be screened at AISTech 2014, 5–8 May, in Indianapolis, Ind., USA.

[AIST](#) is an international technical association of more than 16,500 professional and student members, representing iron and steel producers, their allied suppliers and related academia. The association is dedicated to advancing the technical development, production, processing and application of iron and steel.

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Page 2

The AIST Foundation is a Pennsylvania-based 501(c)(3) non-profit corporation organized for charitable, education and scientific purposes. The AIST Foundation seeks to attract technology-oriented professionals to the steel industry by educating the public about the high-tech, diverse and rewarding nature of careers in modern steelmaking. Through industry support, the AIST Foundation awards in excess of US\$600,000 annually in scholarships and grants. For more information about the AIST Foundation, visit AISTFoundation.org.

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