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## **FOR IMMEDIATE RELEASE**

### **AIST ANNOUNCES WINNERS OF STUDENT MARKETING VIDEO CONTEST**

PITTSBURGH, 18 April 2016 — [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 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 goal of this year’s contest was to challenge students to research the steel industry and produce a video to spotlight how the steel industry has changed over the last 70 years in terms of environmental consciousness and responsibility.”

“The committee continues to be impressed with the effort and creativity put into each video. It is obvious students spend a good deal of time researching the steel industry.”

“During the ‘public phase’ of the AIST Foundation student video contest, 2,394 votes were cast. The entries were viewed 2,578 times, which equals 129 hours of educational viewing about how the steel industry has become more environmentally conscious. This contest provides a great opportunity to promote the steel industry.”

The Grand Prize winner will receive US\$3,000, four winners will each receive US\$1,000, and two winners will win US\$500. All of the 2016 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, Uttarakhand, India, Harkirat Singh, student captain, “*Steel is Green*”

#### **US\$1,000 Winners:**

- **McMaster University**, Hamilton, Ont., Canada, Chris Thomsen, student captain, “*Ubiquitous and Innovative: The Steel Industry*”
- **Virginia Polytechnic Institute and State University**, Blacksburg, Va., USA, Emily Bautista, student captain, “*Real Steel*”
- **Saint Thomas Aquinas High School**, Overland Park, Kan., USA, Jada Rezac, student captain, “*Steel: The Real Deal*”
- **Indian Institute of Technology–Roorkee**, Roorkee, Uttarakhand, India, Ramanjeet Singh, student captain, “*Green Steel*”

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### US\$500 Winners:

- **Virginia Polytechnic Institute and State University**, Blacksburg, Va., USA, Erik Quiroga, student captain, *"A Stainless Future: It's a Steel"*
- **Colorado School of Mines**, Golden, Colo., USA, Joshua Pelz, student captain, *"Molten Movement"*

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 18,000 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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