

Cookie Cart wins: Mobilize The Power of Youth video contest grand prize

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Friday, 30 November 2012 12:06



GiveMN partnered with Youthprise to sponsor the Mobilize The Power of Youth Video Contest. Nonprofits were asked to create a video detailing how their organization enlivens, empowers, and engages young people. Youthprise staff and a panel of youth judged the contest. Cookie Cart won one of two grand prizes of \$5,000 announced from the Give to the Max video feed live from Mall of America on November 15. Cookie Cart's video was a rap written by teens who participate in employment and training programs at Cookie Cart. Taronda Richardson, program director has a cameo appearance as a young man for North Minneapolis applies for a job and learns the world of work.

"The video was not very far from the reality of what teens go through in applying for our employment and training program, commented Taronda Richardson, program director." It was a pleasure to coach the young people and then to step back and let them go. They created a very important glimpse into their experiences."

Volunteers Paul Vincent shot and edited the video, Kyle Norell assisted with development and Antonio Williams and Curtis Nelson composed the music. They work with a team of five teens who wrote the lyrics. Video can be viewed at <http://givemn.razoo.com/story/Cookie-Cart>