



“YOUTH VOICES ON CHINA” ONLINE VIDEO CONTEST LAUNCHES TO DISCOVER THE NATION’S BEST STORIES ON THE IMPORTANCE OF CHINA

San Francisco-Based Non-Profit 1990 Institute Hosts Inaugural Contest to Improve People-to-People Understanding and Trust Between U.S. and China

Hawaii Five-O Actor Brian Yang Visits Select Hawaii Schools in Campaign Awareness Tour and Promotes Additional \$10K in Cash for Best Entries from Hawaii

San Francisco, CA - December 4, 2014 - San Francisco-based non-profit organization [1990 Institute](http://www.1990institute.org) has announced its nationwide search to find the best, most compelling stories on the growing importance of China through the launch of its inaugural online video competition “[Youth Voices on China](http://www.youthvoices.1990institute.org).” With this year’s theme “**What’s China? - Why Understanding China is Important to My Future,**” the contest’s objective is to encourage American middle and high school, and college students to think more broadly about U.S.-China relations and how China may affect their future.

“We have the opportunity to learn firsthand about the China perceptions, views, and issues that matter to American youth, and the solutions they envisage to meet the challenges facing their generation,” said Daniel Chao, the 1990 Institute’s Chairman. “We look forward to seeing videos that will compel our next generation of American global leaders and citizens to be better attuned to the fact that both China and the U.S. have a stake in each other’s success,” he added.

Acclaimed actor Joan Chen (*Twin Peaks*, *The Last Emperor*, and *Lust, Caution*), heads up the prestigious Youth Voices on China contest jury, which includes Hollywood actor and producer Brian Yang (*Hawaii Five-O*), Hollywood film producer Teddy Zee (*The Pursuit of Happyness*, *Hitch*, and *Saving Face*), and Wall Street Journal “Tao Jones” columnist Jeff Yang and his son Hudson Yang, star of ABC’s new Asian American family sitcom, “*Fresh Off the Boat*.” Brian Yang is scheduled to present at select Hawaii schools to help promote the competition among local students during this month.

“As First Lady Michelle Obama emphasized the importance of global education during her recent China trip, we believe video is a powerful way to encourage youth to learn from one another globally in today’s interconnected world,” said Joan Chen, who also serves on 1990 Institute’s board. “In 2016, we aim to launch a ‘Youth Voices on America’ contest to include China-based youth and their views on the United States.”

Open to U.S. residents ages 13 to 24, the Youth Voices On China online contest invites U.S. students to submit a short, thought-provoking 2 to 3 minute video on a China topic related to the theme. The videos should be directed towards their American peers and strive to inspire them to learn more about modern China. Multiple points of view and creative forms of expressions, such as spoken word, rap, music videos, and humor are highly encouraged. Finalists have a chance to win over \$20,000 in total cash and prizes, with an additional \$10,000 in prizes for the best entries from Hawaii. There are also prizes for the best videos from each Northern California county. For complete rules and guidelines, visit the official website, [youthvoices.1990institute.org](http://www.youthvoices.1990institute.org).

ABOUT THE 1990 INSTITUTE

The 1990 Institute (www.1990institute.org) was founded by a San Francisco Bay Area group of prominent academic, business, and community leaders. We are a non-political, 501(c)3 non-profit whose mission is to broaden understanding and build trust between the people of the United States and China through education, philanthropy and collaboration.

CONTACT

Stephanie Yang

stephanieyang2010@gmail.com

C. (310) 779-2114