



**FOR IMMEDIATE RELEASE**  
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**COBO CENTER TO AWARD \$6,000 IN SCHOLARSHIPS TO METRO DETROIT YOUTH AND SCHOOLS THROUGH INAUGURAL 30:60 VIDEO SCHOLARSHIP**  
*Winners will debut videos on Cobo Center's new 3,000 sq./ft. video board*

**DETROIT**– Cobo Center announced today the inaugural 30:60 Video Scholarship for metro Detroit high school seniors and college students. Applicants will be asked to produce a 30 or 60 second video showcasing the character, determination and ingenuity of the city of Detroit, using Cobo Center as a focal point.

“We’re calling on the next generation of Detroiters to stand up and represent the city, both past and present, through their craft,” said Thom Connors, Regional vice president and general manager SMG/Cobo Center. “The metro Detroit area has an abundance of creative talent, and we look forward to seeing the city through their eyes during the 30:60 Video Scholarship.”

The winning entries will debut on Cobo Center’s state-of-the-art video board Thursday, June 25. The winner will receive a \$1,000 scholarship and four finalists will receive a \$500 scholarship during a special presentation in Cobo Center’s fully equipped, state-of-the-art television and broadcast studio. The winners’ schools will receive a donation match, totaling \$6,000 to metro Detroit students and schools.

The final phase of Cobo Center’s \$279 million renovation includes the installation of two external video boards. The Congress video board totals 3,000 sq./ft. and is at the corner of Congress and Washington in the center of Downtown Detroit. The marquee board on Jefferson and Washington is 6,000 sq./ft. and will debut this summer, in addition to the new broadcast studio.

30:60 Video Scholarship entries must feature images and video of both Detroit and Cobo Center. Applications are now open through June 5<sup>th</sup> and students can submit their videos by visiting [www.cobocenter.com/cobo-3060](http://www.cobocenter.com/cobo-3060). Applicants must be currently enrolled in college or maintain a high school senior status at a National Academy of Arts and Science (NATAS) affiliated high school.

For more information about the 30:60 Video Scholarship:  
[www.cobocenter.com/cobo-3060](http://www.cobocenter.com/cobo-3060)  
[www.facebook.com/CoboCenter](https://www.facebook.com/CoboCenter)  
[scholarship@cobocenter.com](mailto:scholarship@cobocenter.com)  
@cobocenter  
#Cobo3060

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**About Cobo Center**

With 723,000 square feet of exhibit space, Cobo Center boasts one of the largest contiguous exhibit floor spaces in North America and is the 19th largest convention center in the country. Visit online at [www.cobocenter.com](http://www.cobocenter.com)

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