

Contest Encourages Teens to Stay Active

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The Tulane Prevention Research Center, in partnership with the Entergy Charitable Foundation and WQUE-FM Q93 radio, has launched "Be Heard," a radio contest for New Orleans-area teenagers that encourages physical activity while promoting creativity and self-expression.



The Preservation Research Center at Tulane is encouraging New Orleans- area teenagers to speak out about why staying active is important to their health. (Photo by Paula Burch-Celentano)

Open to local teens between the ages of 13 and 18, "Be Heard" urges New Orleans-area youth to consider why staying active is important to their health. The contest calls for contestants to create spoken-word messages or song lyrics focused on the importance of physical activity and maintaining a healthy lifestyle.

Three top finalists will have the opportunity to record their lyrics, which will air on

WQUE from Nov. 2nd–6, when the public can vote online at Q93.com or via text message for their favorite artist's recording. Once voting is complete, a winner will be announced, and the winning track will be aired on WQUE during Nov. 9th–13.

In addition to the opportunity to record a spoken-word message in a professional recording studio and have it air on WQUE, participants will have the chance to win a \$250 Sun "Kruizer" bicycle from Mike the Bike Guy and other prizes.

Founded in 1998, the [Prevention Research Center](#) at the [School of Public Health and Tropical Medicine](#) addresses the impact of the physical and social environments on obesity and its behavioral determinants (diet and physical activity). The Prevention Research Center is one of 33 such units funded by the Centers for Disease Control and Prevention.

The deadline for entries is Oct. 16. Entries can be submitted online or dropped off at WQUE, 929 Howard Ave., New Orleans. For complete contest rules, go to [WQUE's website](#). For more information, contact [Lisa Hoffman](#) (504-988-7410) or [Tambry Reed](#) (504-962-3711).