



*News Release*

FOR IMMEDIATE RELEASE

November 29, 2017

## **Thinc Academy Students Participate in City Campaign, Community Encouraged to Vote for Favorite Video**

***LaGrange, Ga. November 29, 2017*** – The City of LaGrange is proud of its recent collaboration with Thinc Academy.

Students in Mr. Aidan Blackwell’s class were asked to create videos showcasing LaGrange. They were instructed to interview at least three community leaders.

“In economics, one of our standards that the students must master is the understanding that when companies are involved in monopolistic competition, they must differentiate their products from similar products,” said Blackwell.

“I wanted to have my students do a project to reinforce this standard, while at the same time do something to help our community. This helped the students master the standard while at the same time teaching them about their community and developing a sense of pride.”

The top two videos, determined by judges, are now a part of the City of LaGrange's "City Inspired" campaign.

The two videos produced by the students are on the city's Facebook page. The community is encouraged to vote for their favorite video.



Group #1 consists of Ahmad Copeland, Amaya Barnette, Wayne McKeithan, Jerry Chadwick & Connor Ferrante (not pictured). Click the link below, then hit the LIKE button if you want to vote for Group #1:

<https://www.facebook.com/lagrangegagov/videos/10156070423684009/>



Group #2 consists of Matthew Freeman, Alex Holloway, Courtney Foster, and Ethan White. Click the link below, then hit the LIKE button if you want to vote for Group #2:

<https://www.facebook.com/lagrangegagov/videos/10156071284249009/>

Voting ends Monday, December 4th at 9AM.

The idea for this project began at the Georgia Academy for Economic Development. Blackwell and City of LaGrange Marketing/Communications Manager Katie Mercer Van Schoor both attended the sessions and began their collaboration.

“This competition has been invaluable for the City of LaGrange because we were able to ask the students what we can do to better communicate with them,” said Van Schoor.

“Some of the feedback we received include creating a City of LaGrange Snapchat filter to producing a video to be shown in the schools’ communications. A huge thank you goes out to Aidan Blackwell. These students were incredibly impressive, and we hope to continue our collaboration with them.”

To watch the Thinc Academy student videos click on the link:

<https://www.facebook.com/lagrangegagov/photos/a.10152269464224009.1073741827.188054069008/10156070516324009/?type=3&theater>

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To keep up with the latest news involving the City of LaGrange, go to [www.lagrangega.org](http://www.lagrangega.org) or follow us on Facebook at [facebook.com/lagrangegagov](https://www.facebook.com/lagrangegagov), Twitter at [@lagrangegagov](https://twitter.com/lagrangegagov), & Instagram at [instagram.com/cityoflagrangega](https://www.instagram.com/cityoflagrangega)

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