

## **MAINE RESIDENTS ELIGIBLE FOR \$20,000 GRAND PRIZE THROUGH NEW 'YOUR PIECE OF MAINE' YOUTUBE CONTEST**

The Maine Association of REALTORS® to launch innovative contest giving Maine residents the opportunity to win 10 large cash awards

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FOR IMMEDIATE RELEASE

AUGUSTA — The Maine Association of REALTORS® announced today the launch of the “Your Piece of Maine” YouTube contest that encourages people in Maine to show why they love — or why they want — their piece of Maine. Beginning April 15, any Maine resident can make a YouTube video up to three minutes in length, and submit it to the contest by visiting [yourpieceofmaine.com](http://yourpieceofmaine.com).

The videos, which can be made by most computers, cell phones or video recorders, should be creative: they can be funny, serious, staged or talking about or showing why someone loves or wants a piece of Maine.

The contest will begin on April 15 and end on June 2. Winners will be announced before June 30. A grand prize of \$20,000 will be awarded along with one \$5,000 prize and eight \$1,000 prizes.

“The Your Piece of Maine YouTube contest is all about getting people to start talking about home ownership. It’s a way for people who love living in Maine to share how great it is for them now, or how it would be great if they had a piece of Maine to call their own,” said Michelle Flaherty, a REALTOR® at Prudential Northeast Properties and spokesperson for Your Piece of Maine. “But what’s most exciting is that the cash prizes will truly help some people get their piece of Maine.”

The Your Piece of Maine YouTube contest is a TV, print and social media program designed to start conversations about home ownership in Maine, and the cash awards are intended to get people excited about those conversations.

“In conversations with friends and clients, I consistently hear that people just want a place that they can personalize - and whether that means planting a garden, painting walls, designing the perfect kitchen, ripping up carpet to expose hardwood, or building a doggy door the common theme is that you're pretty restricted in a rental situation,” said Flaherty. “When it comes to owning, your friends are doing it, your parents did it, and now you can too.”

Learn more about the Your Piece of Maine YouTube contest by visiting [www.yourpieceofmaine.com](http://www.yourpieceofmaine.com). Get the conversation started, and show us why you want to win \$20,000.

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