

“What’s So Cool About Manufacturing?” Video Contest Announces 2024 Central Susquehanna Awards

written by Lauri Moon | April 23, 2024



The Innovative Manufacturers’ Center (IMC), Central Susquehanna Intermediate Unit, BLaST Intermediate Unit, Advance Central PA and The Foundation of the Columbia Montour Chamber of Commerce are proud to announce the award recipients for the “What’s So Cool About Manufacturing?” (WSCM) Central Susquehanna student video contest awards. The ceremony was held April 16th at the Pine Barn Inn in Danville, PA.



The WSCM contest partners students from middle schools in Central PA with local

manufacturers. Each student team scripted, shot, edited and promoted a short video that documents their experience highlighting what is “cool” about manufacturing. Two videos in the region will be moving on to represent Central Susquehanna at the annual statewide competition being held in Harrisburg next month.

The video with the most votes, during three days of online voting in March, received the “Viewers’ Choice Award.” A panel of judges reviewed the videos for awards in three other categories including Outstanding Overall Program, Outstanding Team Spirit and Outstanding Brand Placement.

“We had a really great contest this year with students and their manufacturing partners working together to highlight what’s so cool about manufacturing in Central PA. In our fourth year of this contest, we had a record number of votes for the Viewers’ Choice award of over 71,000 votes,” said Lauri Moon, Manager of Outreach & Special Projects with IMC and Co-manager of the Central Susquehanna contest. “The students, teachers and manufacturers put in so much hard work, and it definitely showed in their final videos.”

This year’s awards and their winners are:

1. Outstanding Overall Program: Mount Carmel Area Middle School & Great Dane
2. Viewers’ Choice Award: Central Columbia Middle School & Bloomsburg Carpet
3. Outstanding Team Spirit: Mount Carmel Area Middle School & Great Dane
4. Outstanding Brand Placement: Bloomsburg Area Middle School & GAF

Congratulations to the Mount Carmel Area Middle School/Great Dane and Central Columbia Middle School/Bloomsburg Carpet teams who are moving on to the statewide competition in Harrisburg next month.

Partnering with the Innovative Manufacturers’ Center on this regional contest are Central Susquehanna Intermediate Unit, BLaST Intermediate Unit, Advance Central PA and The Foundation of the Columbia Montour Chamber of Commerce. Funding for this program is made possible by these organizations and, in part, by EITC, PAsmart and PA Department of Labor & Industry Business & Education grants.

To check out this year’s Central Susquehanna What’s So Cool About Manufacturing? videos, visit <https://www.whatssocool.org/contests/central-susquehanna/>.

Visit WhatsSoCool.org for more information and follow on Facebook.com/WSCMCenSusq.



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