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**NEWS
RELEASE**

2/24/2026

El Paso Police Invite Youth to Enter “Be the Best ME–Alcohol Free” Video Contest

EL PASO, Texas—The El Paso Police Department is inviting local youth to participate in the “Be the Best ME–Alcohol Free” Underage Drinking Prevention Campaign through a short video contest presented by the Citizens Advisory Board.

Participants are encouraged to submit creative videos promoting an alcohol-free lifestyle. Participants must be high school students in the El Paso, TX area.

Entries will be judged on:

- **Creative Merit:** Concept, storytelling, and performances
- **Technical Execution:** Picture and sound quality, editing, and overall production value
- **Theme Adherence:** How effectively the video reflects the “Be the Best ME–Alcohol Free” message

Key Dates:

- **Submission Deadline:** April 1, 2026, at 11:59 p.m. MST
- **Finalist Notifications:** April 13, 2026
- **Award Ceremony:** April 25, 2026

Awards will include one grand prize winner, two runner-up winners, and one People’s Choice winner. Prizes—such as cash awards, equipment, and mentorship opportunities—will be announced on the department’s website.

To register and submit an entry, visit www.EPPD.org and click on the “Get Involved” tab. The entry and submission form is also available at www.eppd.org/cadets-program (scroll to the bottom of the page).

For questions or technical assistance, contact the El Paso Police Department Central Regional Command PAR Office at PDCRCCPAR@elpasotexas.gov or call **(915) 212-0727**.

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Promoting **Transparent & Consistent Communication**
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