For Immediate Release

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CUSD STUDENTS ARE SEMI-FINALISTS IN VANS SHOES CONTEST

Carlsbad High School students participated in the Vans Custom Culture Shoes Contest, and, for the second year in a row, of 2000 participating schools in the US, they have been selected as one of the top 10 semifinalists. They are now in the running for a chance to win $50,000 for their school’s art department.

Vans mailed four pairs of shoes to each of these 2000 schools, and gave art students four themes--Art, Music, Action Sports, and Local Flavor--to guide their designs. In the first round of judging, Vans Company Executives choose the top ten designs in each region. The US is divided into 5 regions, Northwest, Southwest, Northeast, Southeast, and California.

The CHS students designed some remarkable shoes, and their creations made it into the semi-finals. Only ten schools in California and only fifty schools nationwide made the cut.

Now Carlsbad High School needs the community to vote for their shoes on this Vans website:

http://sites.vans.com/customculture/

If the Carlsbad High School students’ designs win first place in California, like they did last year, then Vans will fly 20 students and 5 adults to New York City for an awards
event, and they have a chance to win a $50,000 award for the CHS Art Program. If Carlsbad’s Local Flavor Shoe wins, they will win $15,000, sponsored by Journeys.

Since the CHS artists are now ranked in the top 10 in California, they were also recruited to design a skateboard deck for the TRUTH Campaign, an anti-smoking initiative. If they take the prize for the best skateboard deck they will be awarded another $10,000. Additionally, one of the top 5 schools’ senior students will win a scholarship to Laguna College of Art and Design.

Carlsbad High School’s art students are asking the community to go online and vote for their shoes. The deadline for voting is May 11.