

Paterson student wins scholarship, internship in Verizon competition - NorthJersey.com

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PATERSON – Alexis Lyde, a student at Kennedy High's Business Trades Marketing and Finance (BTMF) academy, has won a \$5,000 scholarship and paid summer internship, in a competition sponsored by Verizon.



Lyde (with her hand over the check) gets scholarship during recent graduation ceremony

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Lyde and 19 other BTMF students entered the competition in which they were provided Samsung Galaxy Tab 2 tablets to use to create marketing strategies for the device.

As part of the project, the students created video commercials as well as marketing plans.

Judges from Verizon picked the top three finalists and an online poll was used to name the final winner.

Lyde and the other two finalists - Tanysha Jackson and Dennecia Proctor - all get to keep their tablets.

Verizon has held similar contests in other cities, including Newark and Boston, according to [Paterson](#) Public Schools spokeswoman Terry Corallo.

Thirteen of the 20 BTMF students completed the program. Verizon representatives commended the youths, saying other cities usually end up with half that many students completing the competition.

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