



## Contest Overview

**Keep Atlanta Beautiful is calling for entries for the 2010 Stepping Lightly in Atlanta™ Awards Contest, an environmental stewardship-based contest for individuals and groups aged 5-18. The Grand Prize winner will receive a \$1,000 scholarship for their school or youth group!**

The goal of the Stepping Lightly in Atlanta Awards Contest is to empower students to be stewards and advocates for a sustainable environment in their home, class, school or community.

### Contest Details

**Eligibility:** Participation is open to all students and youth aged 5-18 in the Atlanta metropolitan area. This includes: public and private schools, home schools, clubs and organizations. Eligible participants must reside in one of the following counties in the Atlanta Metropolitan area as defined by the Atlanta Regional Commission (ARC): Carroll, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Rockdale.

**Supporting materials:** All entrants are required to submit a DVD of **no longer than two minutes** that illustrates the project in action. This DVD must be in .flv, .wmv, .asf, .avi, .mov, .3gp, .mpg, .mpeg, or .mp4 format, 100 MB limit and will become the property of Keep Atlanta Beautiful. **No project will be considered complete without this.** Entrants are also encouraged to include supporting materials such as photographs and artwork. While we encourage electronic submissions via email and on CD's, you may submit artwork and brochures in hard copy. However, the entire application must be submitted all together. All entries become property of Keep Atlanta Beautiful.

**Judging Criteria:** Projects winners and finalists will be chosen based on the following criteria:

1. **Project Choice:** Student(s) chose a project that creatively addressed an environmental issue in Atlanta.
2. **Project Success:** Student(s) were able to show how their project helped improve Atlanta's environment.
3. **Student Involvement and Understanding:** Student(s) led the planning, completing and documenting for the project.
4. **Outreach:** Student(s) strived to educate others in their community about the issue.
5. **Presentation:** Student(s) provided a clear, concise overview of the project with supporting materials.
6. **DVD:** Student(s) were able to visually communicate their project through a DVD, which will be no longer than two minutes.

**Prizes:** Winners will be notified in April 2010. Judges will select a Grand Prize Winner, as well as group and individual category winners for K-5<sup>th</sup> grade, 6<sup>th</sup>-8<sup>th</sup>, and 9<sup>th</sup>-12<sup>th</sup> grade. **A \$1000 scholarship will be awarded to the Grand Prize winner to be used for an environmental project at their school or affiliated club.** Group winners from each grade category will receive a framed Atlanta City Council proclamation of environmental stewardship. Individual winners will receive a framed certificate. All students whose entries are submitted will receive a free pass to Zoo Atlanta.

**WSB-TV People's Choice Award:** The top twelve finalists as selected by the judges will have their projects displayed on WSB-TV's Going Green Georgia Website, where site visitors can vote for their favorite project. Winners will receive a framed certificate.

**CALLING FOR ENTRIES!!!**

Our **ecological footprint** tells us how much land and water we need to live. If it's too big, it means there may not be enough to go around. That's why it's so important to step lightly, for Atlanta and for our planet.

This **Earth Day**, tell us how lightly YOU will step by submitting a project that shows how you have reduced your ecological footprint in your home, classroom, school or community.

Go to [www.KeepAtlantaBeautiful.org](http://www.KeepAtlantaBeautiful.org) for contest details, rules and entry forms. Open to all youth aged 5-18. Includes public and private schools, home schools, clubs and organizations in the Atlanta metropolitan area.

**DEADLINE FOR ENTRIES IS MARCH 26, 2010**