

ONEIDA-HERKIMER SOLID WASTE AUTHORITY

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PRESS RELEASE FOR IMMEDIATE RELEASE

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Oneida-Herkimer Solid Waste Authority Announces Fall 2013 “Trash ‘Can’ Film Festival”

The Oneida-Herkimer Solid Waste Authority continues its efforts to improve recycling in schools and communities throughout our region and is dedicated to working with the schools in Oneida and Herkimer Counties to develop, support, and maintain recycling programs in each school through its *Go Green* initiative.

In an effort to promote and educate youth and the community on reducing, reusing and recycling, the Authority is asking area students to create an original short “film” for the third annual Trash ‘Can’ Film Festival. The contest is available to **ALL** K-12 students in Oneida and Herkimer Counties.

In these 30, 60 or 90 second “films,” students are asked to illustrate how they do their part for the environment, either on a personal level, school effort, family, neighborhood or community. The film must also instruct others on how easy it is to reduce, reuse and recycle. Films can be submitted by individual students, classrooms or school clubs. First, second and third place winners in three categories will be awarded prizes. First place winners in each category will receive a \$250 Amazon gift card. Second place winners in each category will receive a \$100 Amazon gift card. Third place winners in each category will receive a \$50 Amazon gift card. All video submissions will be posted on the Authority’s websites with credits, and also on corporate social media outlets.

The Authority encourages students to submit a film that recognizes the importance of recycling and “going green.” Through this project, our community will gain a greater understanding of how to reduce, reuse and recycle in Oneida and Herkimer Counties through action and awareness. Students can have an impact at home and at school by understanding that their role can create a sense of community responsibility.

All entries must be submitted no later than Friday, December 20th, 2013. Trash ‘Can’ Film Festival Rules, Theme Ideas, Entry Forms, and the 2012 Entry Showcase can be found at www.trashcanfilmfestival.com. For further questions, feel free to contact Jamie Tuttle, Authority School Recycling Coordinator at 733-1224 ext. 2300, or via e-mail at jamiet@ohswa.org.

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