



N.C. Department of Environment and Natural Resources

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WINNERS OF 2009 RECYCLING COMMERCIAL CONTEST ANNOUNCED

Top Prize Goes to Rocky Mount Student; Runner-Up from Charlotte

RALEIGH – The N.C. Division of Pollution Prevention and Environmental Assistance today announced the winners of the RE3.org High School Recycling Commercial Contest, to coincide with festivities surrounding Earth Day. Out of 33 submitted entries, Caleb Lipford, a student from Rocky Mount, won the inaugural contest, open to all North Carolina high school-aged students.

Lipford's entry, entitled "Trash Fairy," won the top prize of a \$500 AMEX card, donated by Time Warner Cable, which will go to his home school association to purchase video equipment and fund field trips. The runner-up is the Library Science Class 4A from South Mecklenburg High School in Charlotte, with its entry entitled "No Styrofoam Please" – which was also voted Funniest Entry. The contest winners and honorable mentions are as follows:

Winner: Caleb Lipford, "Trash Fairy"

Runner-Up/Funniest Entry: South Mecklenburg High School, "No Styrofoam Please"

Best Recycling Message: South Mecklenburg High School, "It's Baller"

Best Concept: South Mecklenburg High School, "Just One"

Most Entertaining: South Mecklenburg High School, "Trash Monster"

Best Stop Motion (tie): Lee Pham (Clemmons) "Recycle Origami"
Reade Daubin, (Greensboro) "Legos"

"We're excited about the creativity of these high school students," said Eric Evans, community development administrator with Edgecombe County. "Their effort to reinforce RE3.org's mission to promote behavior change in others through their recycling message is outstanding."

"Trash Fairy" and other top entries will air on Time Warner Cable channels. The commercials will also be available for local governments to air on public access channels throughout the state. To view the winning entries and other recycling videos, please visit RE3.org's YouTube page: <http://www.youtube.com/re3org>.

RE3.org is North Carolina's second recycling campaign and the "older sibling" of the Recycle Guys. Using social marketing techniques, the N.C. Division of Pollution Prevention and Environmental Assistance designed RE3.org to increase participation in recycling through positive behavior change. For more information, please visit www.RE3.org.

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Rocky Mount award winners (left to right): Autumn Lipford, Katherine Bittner, Can Guy, Caleb Lipford and Calvin Bittner.