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For Immediate Release

“How Will You ... End Littering?” Video Contest Launches for Second Year

Keep America Beautiful Opens Contest for Students in Grades 9-12 through Oct. 13

STAMFORD, Conn. (Aug.23, 2017) – Keep America Beautiful, the nation's iconic community improvement nonprofit organization, today launched its second annual effort to tap into the imagination and innovation of our nation's youth to continue to advance its fight to End Littering in America.

The “[How Will You ... End Littering?](#)” Video Contest, open to students in grades 9-12, asks the next generation of community stewards to share their ideas about how to end littering by educating and motivating people to properly dispose of their trash. The contest is sponsored by the Wrigley Company Foundation. Entries will be accepted from Aug. 21 through Oct. 6, 2017. To submit an entry and review Official Rules, visit KeepAmericaBeautiful.Strutta.me.

“Keep America Beautiful envisions a country in which every community is a clean, green and beautiful to live,” said Helen Lowman, president and CEO, Keep America Beautiful “By engaging students to share their unique vision about the damaging effects of litter and littering behavior can only help in our effort to change littering behaviors.”

Students in grades 9-12 are challenged to tackle the issue of litter and littering behavior in America by creating a 30- to 60-second public service message video that conveys that littering is costly, harmful to the environment and economy, illegal and just downright wrong. Videos will be promoted through social media and other online channels as well as national and local market publicity efforts, sparking a campaign to encourage personal responsibility to make littering a socially unacceptable behavior.

The 2016 winners in their respective categories were:

- Carter Rutledge, 9th grader at Daniel 1 Academy in Cookeville, Tennessee, with his submission entitled, “[No Consequences](#).”
- Rachel Ray, 11th grader at Baldwin High School in Milledgeville, Georgia, for her submission entitled, “[End Littering](#).”

Two Grand Prize Winners — one representing grades 9-10 and one from grades 11-12 — will receive a GoPro HERO5 Black video camera and an all-expenses paid trip for two to the 2018 Keep America Beautiful National Conference in Dallas, Texas, with their video being showcased in front of more than 400 conference attendees.

For more than six decades, Keep America Beautiful has served as our country's nonprofit steward of litter prevention. Litter is more than just a blight on our landscape. Litter is costly to clean up, impacts our quality of life and economic development, and eventually ends up polluting our waterways and oceans. Among its many initiatives, the Keep America Beautiful Litter Index and Community Appearance Index are step-by-step methods of assessing current litter conditions and other indicators which are used in thousands of communities and by municipalities nationwide. Its landmark research and other resources are available at kab.org/resources/end-littering.

The overall theme of video submissions should be inspiring, entertaining, non-judgmental, informative and optimistic. The videos will be scored by a panel of judges comprised of representatives from and associated with Keep America Beautiful, based on criteria found at KeepAmericaBeautiful.Strutta.me.

Two Runners-Up — one in grades 9-10, one in grades 11-12 — will receive a GoPro HERO5 Session video camera. The first 20 eligible entrants in each grade category will receive a \$25 Best Buy Gift Card.

Eligible video entries may not contain copyrighted music that requires any additional clearances for the sponsors to use or post on public websites or to use in public forums of any kind or contain or reference any names, products or services of any company or entity or any third party trademarks, logos, trade dress or promotion of any brand, product or service. Individuals are encouraged to review the Official Rules prior to entering at KeepAmericaBeautiful.Strutta.me.

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About Keep America Beautiful

Keep America Beautiful, the nation's iconic community improvement nonprofit organization, inspires and educates people to take action every day to improve and beautify their community environment. Established in 1953, we strive to End Littering, Improve Recycling and Beautify America's Communities. We believe everyone has a right to live in a clean, green and beautiful community, and shares a responsibility to contribute to that vision.

Behavior change – steeped in education, research and behavioral science – is the cornerstone of Keep America Beautiful. We empower generations of community stewards with volunteer programs, hands-on experiences, curricula, practical advice and other resources to deliver measurable environmental, economic and social benefits. The organization is driven by more than 600 state and local affiliates, millions of volunteers, and the support of corporate partners, social and civic service organizations, academia, municipalities and government officials. Join us on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#). Donate and take action at kab.org.

About the Wrigley Company Foundation

The Wrigley Company Foundation has awarded more than \$70 million USD since its establishment in 1987. With a focus on oral health, the environment, particularly litter prevention education, and improving Wrigley's site and sourcing communities, it works to build brighter futures around the world.

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