

CLEAN CALIFORNIA **K-12 MULTI-MEDIA CONTEST**

Help spread awareness about litter prevention in your community and across your state!

ZERO LITTER IS THE GOAL

K-12 students from public, charter, private and home schools across California are invited to enter to win a _____ student prize and school prize for a statewide litter prevention multi-media contest. Entries must incorporate Clean California's "Zero Litter is the Goal" tagline.

ENTRIES DUE MARCH 1, 2024

Eligible entries:

Posters, original artwork, ~:30 second or less videos, and still graphics that can be used on social media

Winners organized by grade level will be announced in Spring 2024



See reverse and review complete contest rules and guidelines and submit your entry at CleanCalifornia.dot.ca.gov

Clean California K-12 Multi-Media Contest

Zero Litter is the Goal

Join CalTrans and the State of California in educating and inspiring Californians of all ages to take pride in the beauty of our outdoor areas and cleanliness of public roadways by using your creativity and voice for your generation through a litter prevention multimedia piece.

- Prize winners will require a parent or guardian permission slip to receive their prize
- Students can submit one entry per person
- Students must live and attend K-12 school in California. Public, private, charter, and homeschools are eligible
- Entries must be original content with no copyright infringement
- Entries can be hand drawn artwork, multi-media graphics, or videos that are 30 seconds or less
- Entries must include the tagline "Zero Litter is the Goal"
- A winner will be selected for grades K-3, 4-6, 7-8 and 9-12. A grand prize winner will then be selected.
- Winners from each group will receive a _____ and the grand prize winner will receive _____. Schools where each winner attends will receive _____.
- Grand prize winning entry will be displayed in the State Capitol building and at the CalTrans headquarters.
- Winning entries will be used for a statewide litter prevention campaign to spread awareness to Californians of all ages
- Winners will be selected by a blind panel of industry stakeholders
- Students are encouraged to post their entries on their personal and school social media pages using the hashtag #CleanCalifornia to help spread awareness about litter prevention to their peers
- Supplemental educational activities and lesson plans can be found online at <https://cleancalifornia.dot.ca.gov>
- Students must include a 500 word or less write-up about their project, including sources used and any additional plans or ideas to address litter at their school and in their community