



## NEWS RELEASE

January 15, 2010

Immediate Release

### Contact

Heather Thompson, (919) 215-4196, [hbthompson@mindspring.com](mailto:hbthompson@mindspring.com)

### Practicing Green Pays

*Enter the litter prevention contest to win \$500.*

RALEIGH – Did your organization put green ideas into practice in 2009? Tell Keep North Carolina Beautiful about your environmental good deeds by entering the 11<sup>th</sup> Annual North Carolina Litter Prevention Awards contest. Enter your application for a chance to win a \$500 cash prize for litter prevention and waste reduction/recycling programs initiated in 2009.

“In these tough economic times, we are pleased to provide cash prizes to reward government agencies, schools/youth groups and non-profit organizations for taking responsibility to keep North Carolina clean and beautiful,” says KNCB Executive Director, Brenda Ewadinger.

KNCB enjoys the opportunity to learn about the programs various organizations used to help beautify their communities and is excited to offer the prize as an incentive to keep up the green work! Government agencies, school/youth groups and non-profits are eligible to enter. \$500 cash prizes will be awarded to the top three winners in each category. Applicants are evaluated based on the following criterion: response to need, litter prevention, measurability, education, partnerships, innovation and plans for award funds.

Applications can be downloaded at [www.nckab.com](http://www.nckab.com) and are due by March 31, 2010. The winners will be selected and announced by April 30. For more information, contact KNCB Deputy Director, Heather Thompson at 919.783.6993 or [hbthompson@mindspring.com](mailto:hbthompson@mindspring.com).

Former government award winners have included Catawba County, the City of Concord, the Currituck County Sheriff's Office and Surry County Appearance Committee. Non-profit organizations have included Keep Gastonia Beautiful, Keep McDowell Beautiful and Quality Forward KAB of Asheville/Buncombe. Schools that have won in the past include Eaton Johnson Middle School Purple Hands Club, Guilford Preparatory Academy, Highland School of Technology and Smithfield Selma High School NJROTC.

The Litter Prevention Awards are sponsored by KNCB, the Office of the Governor, North Carolina Beverage Association and the North Carolina Department of Transportation.



###



*Keep North Carolina Beautiful (KNCB) is a nonprofit organization that develops partnerships that educate and engage individuals and organizations to take greater responsibility to keep North Carolina beautiful. The KNCB network has 31 affiliates statewide. For more information, visit [www.nckab.com](http://www.nckab.com).*

\$5000