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Call for Entries for Design-A-Litterbag Contest

Design Competition Encourages Students: *Don't Trash Arizona!*

PHOENIX (Sept. 15, 2011) – Budding high school artists in Maricopa County will have the opportunity to showcase their creativity while helping the environment through a Design-A-Litterbag Contest being launched today by the Maricopa Association of Governments (MAG). The contest is being conducted as part of the *Don't Trash Arizona* litter prevention program, and seeks to engage teenaged drivers and high school students in a fun way while informing them about the negative impacts of litter on Valley freeways.

Entrants must be enrolled in a high school within Maricopa County. Students may enter their original designs online at **DontTrashArizona.com**. Entries will be accepted **beginning today through October 14, 2011**. Members of the public will have a chance to vote on their favorite design when final designs are posted to the site October 20th. The winning design will be printed on 25,000 special limited edition designer litterbags. The winner will also be eligible to receive a party at their school hosted by a local radio station.

“Don't Trash Arizona is celebrating five years of efforts to reduce litter on Valley roadways,” said Tempe Mayor Hugh Hallman, who serves as MAG chair. “We have been successful in raising awareness among Maricopa County residents regarding the impacts of litter on our environment, our economy and our health. We hope that we can help young drivers achieve a similar awareness, by tapping into their creativity.”

Another key reason for reaching high school students early is that research finds that young adults, especially males aged 18-35, have the highest propensity to litter. While a recent MAG survey found that the number of males in the target demographic who litter has decreased since the program began, they still are among the most significant offenders.

Submitted entries can be no larger than 2 MB and must be submitted in JPEG or PDF format. Designs must incorporate the *Don't Trash Arizona* logo, which also is available on the website. Complete rules and entry requirements are posted on the website.

Once the submission deadline has passed, the public will have a chance to vote on their favorite design to select the winner. Voting closes November 3, 2011. MAG will announce the winning design on November 10, 2011. The commemorative bags will be available to the public at no charge.

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About *Don't Trash Arizona!*

Don't Trash Arizona is a joint effort between the Maricopa Association of Governments (MAG) and the Arizona Department of Transportation (ADOT) to address the impacts of freeway litter in our region. The program is funded through Proposition 400, which was approved by voters in 2004. That funding encompasses litter pickup, sweeping, and landscape maintenance, as well as litter education and prevention. *Don't Trash Arizona* seeks to change attitudes, awareness, and most importantly, behavior, when it comes to roadway littering.