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## **Boys & Girls Club of Greater Scottsdale Members Compete in Contest Demonstrating Trashy Problems**

**PHOENIX (April 14, 2014)** – They are future adults, future motorists, and the future solution for clean Arizona highways. But for the present, select Arizona youth can be effective spokespersons for the *Don't Trash Arizona* anti-littering campaign. *Don't Trash Arizona* is partnering with the Boys & Girls Clubs of Greater Scottsdale to launch an educational program and contest. The “*Don't Trash Arizona, Kids!*” contest will educate, spark creativity and inspire participants.

Members at the nine Scottsdale's Boys & Girls Clubs will be putting their writing, photography and video skills to the test this month to show the dangerous effects of litter, as well as present new solutions to littering problems.

“We are excited to partner with the Boys & Girls Clubs of Greater Scottsdale and reach the next generation of Arizona drivers,” said MAG Chair Scott Smith, mayor of Mesa. “We look forward to developing a generation of drivers who don't litter and seeing a new perspective from them about solving littering issues on Arizona highways.”

Participants at each of the Boys & Girls Clubs of Greater Scottsdale were visited by *Don't Trash Arizona* representatives who hosted an educational workshop. They learned about the effects of litter on highways and were introduced to the contest. From the dangers trash poses to motorists to how to prevent littering, the members had a crash course on all things trash through the workshops. They are now being invited to put forward their own opinions and creativity about litter.

There are three competition categories. Contestants will submit an essay, video, or up to six photos that will illustrate his/her thoughts about litter in Arizona and solutions to solving litter issues. Only one winner will be selected in the essay category. Teams of up to three can participate in the photo and video categories, but each entrant can only enter one category.

Winners from the three categories will be awarded a joint spot in a *Don't Trash Arizona, Kids!* PSA that will run on social media channels. Up to seven winners will be chosen in July, and in addition to their acting debut in the PSA, they will be awarded a party at their club location, as well as a prize pack.

### **About *Don't Trash Arizona***

*Don't Trash Arizona* is a joint effort between the Maricopa Association of Governments and the Arizona Department of Transportation to address the economic, safety, and health impacts of freeway litter along regional and state highways. 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. Visit [www.DontTrashArizona.com](http://www.DontTrashArizona.com).

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