

2021

Contest Guide



In this guide

- Contest Overview
- Contest Rules
- Billboard Design Guidelines
- Recognition
- Submission Guidelines

Please refer all inquiries to Amy Hartline, Recycling and Education Program Coordinator at the Dalton-Whitfield Solid Waste Authority and Executive Director of Keep Dalton-Whitfield Beautiful.

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Hours: Monday to Friday, 8 - 4

2021 America Recycles Day Billboard Design Contest

Open to students in 6th, 7th, and 8th grade going to school in Whitfield County, GA.



America Recycles Day

November 15

More than a celebration, America Recycles Day is the only nationally recognized day dedicated to the promotion of recycling programs in the United States. One day to inform and educate. One day to get our neighbors, friends and community leaders excited about what can be accomplished when we all work together. One day to make recycling bigger and better—365 days a year. Let's make recycling work in our community.

Overview:

November 15 is

America Recycles Day!

Recycling Ben invites you to celebrate by participating in the 12th Annual America Recycles Day Billboard Contest hosted by the Dalton-Whitfield Solid Waste Authority. The winning design will be displayed for one month on two billboards in Whitfield County, Georgia.

Contest is open to students in both public and private Middle Schools (6th, 7th and 8th grade) in Whitfield County that participate in the Target Recycling at School program (see list below). Students can be attending in-person, hybrid, or virtual classes in the 2021 year. Billboard design requirements, participating schools, suggested themes, and important dates are included in this document. There is no entry fee. All schools that participate will receive donated art supplies from DWSWA. For more information call 706-278-5001 or visit www.DWSWA.org.

Contest Rules:

Please read the contest rules carefully, as only artwork that meets the contest rules will be considered.

Participating Schools:

Open to students that are in 6th - 8th grade at a school that participates in the Target Recycling program in Whitfield County. These include:

- Eastbrook Middle School
- New Hope Middle School
- North Whitfield Middle School
- Valley Point Middle School
- Westside Middle School

- Dalton Middle School
- Northstar School
- Crossroads Academy
- Christian Heritage School
- Learning Tree School

2 Billboard Themes:

- **"I Recycle. Do you?"**

INFO.: kab.org/programs/ard

- **I recycle with Recycling Ben!**

INFO.: dwsa.org/mascot-recycling-ben

Important Dates:

- Artwork is due no later than Monday, **October 11, 2021**
- Judging will take place on Wednesday, **October 13, 2021**
- Winners Announced on Monday, **October 18, 2021**
- Winning billboard will be placed in the community at the beginning of November.

Billboard Design Requirements:

Billboard Artwork:

The best design for a billboard is bright, bold, colorful, but yet simple. Keep in mind, drivers can only read and understand about six words as they drive by a billboard. Artwork will also be judged for readability at ten feet, originality, and neatness.

Originality:

Billboard designs must be the original design of the student and fit into one of the contest themes. Only one artist per entry, no group collaborations allowed. No computer aided, templates, or copy machine entries.

Copyrighted or syndicated characters (such as Pokemon) or copyrighted clipart, digital photos cannot be used. The use of the character Recycling Ben, the Target Recycling logo, and the America Recycles Day logo is allowed within the context of the chosen theme.

Materials:

Students may use a variety of media, such as watercolor, pen and ink, crayon, chalk, markers, etc. Keep in mind that brighter colors reproduce better, and light pencil marks will not show up. Artwork will be on public display, so the colors should be easy to see and read.

Size and Layout:

Design should be on a flat 8 ½" x 11" sheet of white paper in a Landscape or Horizontal Layout only. A printable entry sheet with a horizontal artwork space is at the end of this guide. Please keep artwork flat, no 3-D pieces or collages. Artwork should not be folded, matted, mounted, laminated or framed. Artwork may be rolled and mailed in a tube.

Judging Criteria:

- 1.) Clear message conveyed by the text and artwork;
- 2.) One of the themes listed above is addressed;
- 3.) Creativity, originality and artistic quality;
- 4.) Visual clarity - easily read at ten feet; and
- 5.) Bright and colorful.

The submitted designs will become the property of the Dalton-Whitfield Solid Waste Authority to be used in promoting America Recycles Day and Target Recycling, either in its entirety or through utilizing individual aspects of the

Recognition:

Winners of the 2021 America Recycles Day Billboard Contest will be announced on Monday, October 18.

Each school's entrants will have a 1st, 2nd, and 3rd place winner.

These students will receive a Certificate of Participation, and a gift bag with products made from recycled materials. Each school that participates will receive donated art supplies.

Overall Winner – The overall winner will be chosen from the three first place winners from each grade level.

This student will have their original artwork *displayed on two billboards* in the Whitfield County area.

All winning students should be available to have their picture taken for press release purposes.

Submission Guidelines:

- Each design must have a filled-out entry form provided on the next page. (Print out and make copies, there are 3 forms on 1 page.)
- Attach the entry form to the back of the corresponding artwork with scotch tape. Do not write directly on the back of the artwork.
- OR each design should be on the entry form with artwork space. (Print out and make copies, 1 per page.)
- Do not sign or otherwise

identify the artist on the FRONT of the artwork.

Submission Options:

Mail your school's entries so they arrive no later than Monday, October 11, 2021 to:

**Dalton-Whitfield Solid Waste Authority
Attn: Amy Hartline
PO Box 3392
Dalton, GA 30721**

Or deliver them in person by 4:00 pm on Monday, October 12 to the Recycling Center at 4189 Old Dixie Hwy. Dalton, Ga 30722.

You may email ahartline@dswa.org to schedule a pick-up of the designs at your school.

For more information call 706-278-5001 or visit www.DSWA.org.



Recycling is the easiest thing we all can do to save energy, conserve natural resources and create green jobs.

Official Entry Form (PLEASE PRINT CLEARLY)
2021 America Recycles Day Billboard Contest

SCHOOL: _____ GRADE: _____

STUDENT'S NAME (First, Last): _____

TEACHER'S NAME (First, Last): _____

Official Entry Form (PLEASE PRINT CLEARLY)
2021 America Recycles Day Billboard Contest

SCHOOL: _____ GRADE: _____

STUDENT'S NAME (First, Last): _____

TEACHER'S NAME (First, Last): _____

Official Entry Form (PLEASE PRINT CLEARLY)
2021 America Recycles Day Billboard Contest

SCHOOL: _____ GRADE: _____

STUDENT'S NAME (First, Last): _____

TEACHER'S NAME (First, Last): _____

2020 America Recycles Day Billboard Contest

(Official Entry Form with Artwork Space)

(PLEASE PRINT CLEARLY)

STUDENT' S NAME (First, Last): _____ GRADE: _____

SCHOOL: _____ TEACHER' S NAME (First,