



# Stepping Lightly in Atlanta: Reducing Our Ecological Footprint

Art, Writing and Video Contest for Atlanta Area Students

## Put Your Creativity to Work!

Are you a student looking to show off your creative genius? Or a school looking for a fun way to engage your students in environmental education?

*Arms Around Atlanta: Earth Day 2007* invites you to enter the "Stepping Lightly in Atlanta: Reducing our Ecological Footprint" art, writing and video contest. Design a poster, write a poem or essay, or create a 30 to 60 second public service announcement (PSA) to educate friends, family and community about the effects of our actions on the environment and actions individuals can take to reduce their ecological footprint.

First, educate yourself about the environment and the actions that will help reduce our ecological footprint. Then put your creativity into action. All entries must be submitted by each school no later than April 9, 2007. Your school or recreation center could win one of four great prizes! Check out the links below to learn more and get started today.

## Contest Instructions

Students may only submit one entry per category in the Stepping Lightly in Atlanta contest. Each school or recreation center may select and submit only three entries per category.

## Prizes!

All students whose entries are submitted will receive a certificate and goody bag from The Atlanta Earth Day 2007 Committee. The Stepping Lightly in Atlanta 2007 Judges will select one Grand Prize winner, as well as 1st, 2nd, and 3rd place winners for each of three school levels – elementary, middle, and high school for each category. In addition, prize winning entries will be displayed at the Arms Around Atlanta Earth Day Festival in Grant Park on April 21 and 22. Should the winners like to donate their product to the City of Atlanta, the item may be framed and hung at City Hall. Videos and photographs may be used on the City's public service station, Channel 26.



## Eligibility

Participation is open to metro Atlanta area school students and recreation centers. Entries can come from:

- A student
- A class
- A school club

## Steps to Entry

**Step 1:** Read the rules and guidelines for the area of the contest you choose to participate in. Get started and have fun!

**Step 2:** Fill out the registration/permission form and submit to your school or center representative. Each school will need to determine who this is and that representative will need to submit your selected winning applications for award consideration.

**Step 3:** Submit your poster, writing (poem or essay), or video piece to your teacher by the date assigned by your school.

## Guidelines for Entries

### Poster Guidelines

Pictures can depict any actions that help improve our environment and reduce our ecological footprint. Think about fun and interesting ways that individuals, families, and communities can make a positive difference for our planet!

**Size:** Up to 11 x 17 inches

**Medium:** Paint, crayons, markers, or oil pastels (colored pencils are not recommended because they do not reproduce well). Use bright and bold colors!

### Writing Guidelines

Students may write an essay or poetry. They should express their ideas in a clear and concise manner without misspellings. Students can write a fiction or non-fiction piece. Students can choose to write about changes they think should be made to improve the environment, ways they help the environment, what they think a perfect environment would be like, invent a superhero that cleans up the world... the ideas are endless. **Be original!**

**Length:** Essays and poems should be no longer than 1,000 words in length. All entries must be typed.

### Video Guidelines

Students must make a public service announcement (PSA) that educates their school community about ways to improve their ecological footprint. Focus on action. Students can write a short play, sing a song, perform a rap, etc. The key is to **be creative and have fun** with the project!

**Length:** The PSA must be at least 30 seconds and should not be longer than 60 seconds.



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## Guidelines for Schools / Recreation Centers

As part of the Arms Around Atlanta: Earth Day 2007 celebration, The City of Atlanta, Keep Atlanta Beautiful and The BeltLine Partnership are sponsoring an art, writing, and video contest for Atlanta area students. We hope that you will encourage your students to participate!

Students may submit a poster, essay or poem, or video public service announcement (PSA) about how we can reduce our environmental impact or eco-footprint. In order to help your students prepare for this contest, you may wish to refer to the curricula we have sent about ecological footprints and the ways in which our actions impact the environment. However, use of the curricula is not a requirement for entry into the contest.

Students should learn about our impacts on the environment and then create a poster, written piece, or PSA that can help to educate others about how we can step more lightly on the earth.

We ask that each school or recreation center receive all student submissions and choose no more than the top three entries in each category to submit to the city-wide contest. Submissions from the school must be accompanied by a signed permission form for each student.

Entries must be postmarked no later than **April 9, 2007 and received by April 12**. Winners will be announced and displayed at the Arms Around Atlanta Earth Day Festival at Grant Park on April 21 and 22. We hope that you will encourage your students to take part in the festival and in the other Earth Day events as well.

Entries should be submitted to:

Keep Atlanta Beautiful: Stepping Lightly In Atlanta Contest  
850 Piedmont Ave. Suite 3112  
Atlanta, GA. 30308

**Questions?** Contact Quandus Burns – [gburns@AtlantaGa.gov](mailto:gburns@AtlantaGa.gov) – (404) 658-6381



**Stepping Lightly in Atlanta  
Participation and Media Release Form**

My child \_\_\_\_\_ (print name) in \_\_\_\_\_'s class (grade and teacher) at \_\_\_\_\_ (name of school) will participate in the Stepping Lightly in Atlanta Contest.

He/she is submitting an entry in the (please remember students may only submit one entry per category)

- \_\_\_ Art Contest
- \_\_\_ Writing Contest
- \_\_\_ Video Contest

\_\_\_\_\_  
Signature of Parent

\_\_\_\_\_  
DATE

**Media Release for Minors**

I, \_\_\_\_\_, being the parent/guardian of \_\_\_\_\_ at \_\_\_\_\_ (school/rec. ctr.) hereby consent that the photographs, video footage, writings or drawings of the above mentioned student may be used by The City of Atlanta and its partners for use in visual presentations, publicity opportunities and promotions.

IN WITNESS HEREOF, I have hereunto set my hand, in the State of \_\_\_\_\_ this \_\_\_\_\_ day of \_\_\_\_\_ 2007.

\_\_\_\_\_  
Print Name of Parent/Guardian

\_\_\_\_\_  
Address, City, State and Zip Code

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Phone number to reach you at and the best time to call

\_\_\_\_\_  
Signature of Parent/Guardian

\_\_\_\_\_  
Print Name of Minor