

MEDIA ADVISORY

Kids Still Have Time to Join the Fight Against Litter *Statewide Youth Clean Community Challenge deadline extended to February 28, 2007*

WHAT: More than 40 youth groups across Georgia have entered the Youth Clean Community Challenge (YCCC), answering Governor Perdue's call to join the fight against litter. Now there is time for more of Georgia's youth to get involved. **The entry deadline has been extended and youth groups now have until February 28, 2007.**

The YCCC is part of the statewide *Litter. It Costs You* campaign. It is designed to encourage young Georgians to take an active role in three core areas of litter prevention and abatement: education, eradication/clean-up and enforcement. Winning groups will be eligible for monetary prizes.

Competitions are divided into two age groups: elementary and middle/high school. Prizes are based on age and the program's success in addressing the three core focus areas. They include a certificate or plaque, a *Litter. It Costs You* bookmark, a YCCC wristband and the chance to receive \$500 or \$2,000 awards to help continue litter prevention efforts in their community.

WHEN: *NEW ENTRY DEADLINE - Wednesday, January 28, 2007*

Complete rules and registration forms are available online at litteritcostsyu.org.

Once registered, participants have until August 1, 2007 to submit their projects. Top programs will be recognized at the annual Keep Georgia Beautiful awards luncheon, to be held this year in October at the Georgia Aquarium.

WHY: Tackling litter involves more than just cleaning it up. It also means educating people about the costs of litter and encouraging everyone to take an active role in three core areas: education, enforcement and eradication/clean-up. To learn more, go to litteritcostsyu.org.

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