

EVERY LITTER BIT HURTS

LITTER EDUCATION



Every Litter bit hurts. Keep Oklahoma Beautiful's (KOB) Litter Education is a program spreading that message. The program is designed to teach students about the harmful effects of littering and the importance of reducing, reusing, and recycling.

The three projects (**UnCapped**, **UpCycled**, and **End Litter!**) encourage students to research human activity, and the environment and tap into their creative side to share their findings.

- KOB wants to engage 4th & 5th grade students to take action in understanding the importance of recycling in Oklahoma.
- Students will work together to create a mural made from plastic bottle caps.
- Students will submit a collaborative class 300-500 word essay discussing harmful effects of littering.
- Photos of the art piece will be posted on our contest website for public vote to determine finalist.
- Winning class will be given a pizza party, which will be attended by executive directors of KOB, the Department of Transportation and a special **Oklahoma City Thunder guest.**

**UN
CAPPED**
 LITTER EDUCATION:
 ELEMENTARY



**UP
CYCLED**
 LITTER EDUCATION:
 MIDDLE SCHOOL



- KOB wants to engage 7th & 8th grade students to understand the importance of ending litter.
- We are challenging students to tackle this issue by reusing otherwise discarded items to make "UpCycle" art. Photos of the art pieces will be posted on a contest website for the public to vote to determine contest finalists.
- Students are required to submit a 300-500 word essay pertaining to landfill dangers and damage.
- Winning class will be given a pizza party, which will be attended by the executive directors of KOB, the Department of Transportation and a special **Oklahoma City Thunder guest.**

- KOB is asking high school & college students to take action in the fight against litter and illegal dumping in Oklahoma.
- Students will work together on a video clip that conveys that littering is costly, deplorable, and illegal. The clip should be between 25-45 seconds long
- Individuals appearing in video must give their consent.
- The high school and college groups will be judged separately.

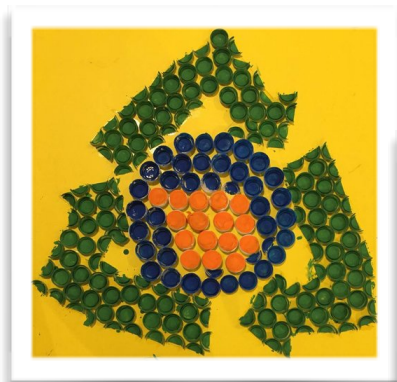
**** 1st Place winners in both categories win \$750**

**END
LITTER**
 VIDEO CONTEST
 LITTER EDUCATION:
 HIGH SCHOOL/COLLEGE



REGISTRATION

- **UnCapped 4th & 5th grade:** August 20th and closes September 20th.
A photo of the piece of art and the class essay must be submitted by October 5th @ 5:00 p.m.
- **UpCycled 7th & 8th grade:** August 20th and closes September 20th.
A photo of the piece of art and the class essay must be submitted by October 5th @ 5:00 p.m.
- **End Litter!:** August 22nd and closes November 15th. The video must be submitted by December 3rd @ 5:00 p.m.



In an effort to minimize our environmental impact we are providing additional information, official rules for participation, and entry form on our website at:

➔ <https://www.keepoklahomabeautiful.com/litter-education/>

You will also find downloadable posters and a social media toolkit to get students excited about this years contest.

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LITTER EDUCATION



Tool Kit for promoting participation in *Uncapped*, *UpCycled* and *End Litter!* Downloadable posters available:

Pre Event-

Announcements/School bulletins:

- Register for *UnCapped* & *UpCycled* [August 20th- September 20th] to showcase students at [Your Schools Name] talents and knowledge on why littering is wrong/ why recycling is necessary. #UnCapped #UpCycled
- Register for *End Litter!* [August 22nd-November 15th] to showcase students at [Your Schools Name] talents and knowledge on why littering is costly, deplorable, illegal and wrong.
- Get ready for the biggest Every Litter Bit Hurts, Litter Education contest yet. This year there will be a special Oklahoma City Thunder guest attending the pizza party thrown for the winning class by executive directors of KOB and the Department of Transportation. The *End Litter!* contest winner for both high school and college is awarded \$750!
- [Elementary school, Middle school or High school name] We are teaming up with @Keepoklahomabeautiful to compete for the chance to win [UnCapped] students start collecting those used bottle caps! [UpCycle] students what creative method will you use to turn a piece of rubbish into art? [End Litter!] students embrace your inner director/actor skills and compete against students across the state of Oklahoma. Use that creativity to create a short video clip tackling the issue of littering and illegal dumping! [All students] show us you have what it takes to make a difference by making sure your class is registered for the Every Litter Bit Hurts contest.
- [UnCapped 4th & 5th grade], [UpCycled 7th & 8th grade] [End Litter! high School and college]

During Event-

Announcement/ School bulletins:

- Time to get those creative ideas flowing as [UnCapped and UpCycled] are well underway. Students remember that your artistic project must also include a 300-500 word collaborative class essay.
- Does your class have what it takes to be environmental leaders of your school and community?
- The winning class not only gets to participate in a fun educational project, but wins a pizza party with executive directors of KOB, the Department of Transportation and a very special Oklahoma City Thunder guest!
- [End Litter!] student participants; Remember to get consent before showcasing any fellow students in your short film.
- First place prize for both high school and college is \$750
- [UnCapped & UpCycled] contest submission deadline is October 5th by 5:00 p.m
- [End Litter!] contest submission deadline is December 3rd by 5:00 p.m

UnCapped!

Fight littering with

Bottle CAPS!

Uncap your creativity! **Fourth and fifth graders** have the opportunity to use their creativity for the purpose of spreading the news that **every litter bit hurts**. Students use recycled bottle caps to create a piece of artwork. In addition, each class submits an essay discussing why littering is bad.

PRIZE

The winning class will be awarded a pizza party with the Executive Directors of Keep Oklahoma Beautiful and the Oklahoma Department of Transportation.

LEARN MORE

Learn more about **UnCapped** @ keepoklahomabeautiful.com or call 405-286-9141 to request our official rules and entry form.

DEADLINE

Register your entry at keepoklahomabeautiful.com by **September 20** & submit your essay and a photo of your artwork by **October 5 @ 5:00.**



DO YOUR ART TO FIGHT LITTERING

Reduce, reuse, **do your art!** Middle school students can help promote recycling and fight against litter. One "upcycle" project can be submitted by each class. Find a piece of trash and turn it into art. In addition, each class submits an essay discussing why **every litter bit hurts.**

PRIZE

The winning class will be awarded a pizza party with the Executive Directors of Keep Oklahoma Beautiful and the Oklahoma Department of Transportation.

LEARN MORE

Learn more about **DO YOUR ART** @ keepoklahomabeautiful.com or call 405-286-9141 to request our official rules and entry form.

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Register your entry at keepoklahomabeautiful.com by **September 20** & submit your essay and a photo of your artwork by **October 5 @ 5:00.**



END LITTER!

KEEP OKLAHOMA BEAUTIFUL

Video Contest

Funding From: Oklahoma Department of Transportation

**Create the video clip that everyone
will be talking about!**

Tackle the issue of
littering and illegal
dumping in Oklahoma by
creating a video clip that
shows littering is costly,
deplorable, illegal and
just downright wrong.

PRIZE

Winning videos will be
shown throughout
Oklahoma as PSAs and
the 1st place winner will
receive a cash prize of

\$750

LEARN MORE@

keepoklahomabeautiful.com
or call 405-286-9141 to
request the official rules
and entry form.



Get inspired!

Visit youtube.com/keepokbeautiful
to view videos from previous years.

DEADLINE

Register your entry at
keepoklahomabeautiful.com
by November 15 &
submit your video by
December 31.



The End Litter Video Contest is a program of Keep Oklahoma Beautiful
with funding provided by the Oklahoma Department of Transportation