



May 3rd 2011

MEDIA RELEASE

Call out for creative talent as 'Trash My Ad' goes national

Budding filmmakers and radio-ad makers across Australia are invited to showcase their creative talents as the popular anti-litter advertisement competition 'Trash My Ad' launches today.

An initiative of Keep Australia Beautiful, 'Trash My Ad' challenges entrants to find new ways to get the anti-litter message across to their peers - and be in the running to win up to \$1000 in cash!

The competition is open to people 25 years or under in all states and territories and entrants can create either a 30-second anti-litter TV commercial or radio advertisement with an anti-littering message targeting their age group.

'Trash My Ad' was first launched in WA in 2009 and generated interest and entries from young creatives all around the country, prompting the program to be launched nationally this year.

There are two video categories – Secondary School and 18-25 years – with the winners in each category receiving \$1000. There are also two radio ad categories – Secondary School and 18-25 years – with the winners in each radio category receiving \$500.

Keep Australia Beautiful is also encouraging family, friends and the general public to visit the website and rate the ads on the 'trash-o-meter'. A \$250 People's Choice Award is up for grabs for the entries that get the most votes in the video and radio categories.

All winners will have the opportunity for their anti-littering messages to be used in future Keep Australia Beautiful education and awareness programs.

Entries for 'Trash My Ad' 2011 close on 22nd July and will be judged by a panel of experts, including advertising and marketing specialists, and a youth panel. To enter or view winning entries from 2009 and 2010 **visit www.trashmyad.com.au**

Entries will be posted to the website as they come in and voting for the People's Choice Awards is open until 8th August.

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Editor's Notes:

TrashMyAd 2011 is presented across Australia by Keep Australia Beautiful thanks to WA Department of Environment and Conservation and the 'Do the Right Thing' program of the Packaging Stewardship Forum.

About Keep Australia Beautiful

The purpose of Keep Australia Beautiful is to lead, challenge and inspire all Australians to strive for a sustainable and litter free environment.

Our objectives are to lead, influence and advocate for environmental sustainability; honour achievement in environmental endeavor; provide support through education, innovation, engagement and research; and to deliver effective partnerships and programs ensuring mutually beneficial environmental outcomes.

National programs include the Australian Sustainable Community Awards consisting of Tidy Towns, Sustainable Cities and Clean Beaches; the National Litter Index (results released in August) and the annual Keep Australia Beautiful Week (22-28 August 2011).

To find out more about these and other KABNA initiatives visit www.kab.org.au

About 'Do the Right Thing'

The 'Do the Right Thing' program works with partners to deliver industry recycling, litter reduction and education programs. The highly successful 'Do the Right Thing' anti-litter campaign has proven to be a strong litter prevention message, with more than 80% of people recognising that 'Do the Right Thing' means put your waste in the bin and more than 300 towns and cities around Australia taking the 'Do the Right Thing' message to their communities. 'Do the Right Thing' is a long term partner of Keep Australia Beautiful and is the financial sponsor of the Community Action & Partnerships category of the Australian Tidy Towns Awards 2010/2011. Contact: Jenny Pickles 0418 558 311



Department of
Environment and Conservation

