

Student video contest offers chance to win recycling bins for SU

The New York State Association for Reduction, Reuse and Recycling (NYSAR3) and Alcoa are sponsoring a "College Recycling Video Contest" to encourage recycling on campuses. The contest is open to all students of New York colleges and universities. Three winning videos will be selected and each winning school will be awarded a share of 2,000 recycling bins.

Syracuse University's Sustainability Division is coordinating all of SU's contest entries. They're looking for SU students to create 3-minute videos focused on ways to educate and promote recycling on our campus. The videos must be appropriate for viewing by all age levels. Contest entries will be judged on the following criteria:

- Faculty/staff approval and involvement
- Project will benefit or support campus recycling programs
- Students are involved in video and campus recycling program
- Video sends a positive message about campus
- Video educates staff and students about recycling
- Video creates awareness

The deadline to submit videos is May 5. Winners will be announced on May 17 during a statewide recycling conference in Lake George. The first place winner will receive 1,000 recycling bins for their campus, second place 600 bins, and third place 400 bins. The 22-gallon green plastic bins are being donated by Alcoa Recycling and provided to NYSAR3 for distribution to the contest winners.

"This is a great opportunity for Syracuse University students to highlight their talents and draw attention to the importance of campus recycling," says Melissa Cadwell, marketing manager with SU's Sustainability Division. "We have so many creative students at SU that I am certain our students have a great chance of producing a winning entry. In addition to the student recognition and bragging rights, winning extra recycling bins for the University would go a long way in boosting our recycling efforts!"

Full contest details are available on the SU Sustainability Division's website at <http://www.greenuniversecity.syr.edu/Recycling.html>. For more information about the contest and to submit a contest entry, contact the Sustainability Division at [sustain@syr.edu](mailto:sustain@syr.edu) or 443-9820.