



## “Plastic-Free EB: One Bag at a Time” Video PSA Contest

### SUBMIT A VIDEO ON REDUCING PLASTIC BAG USE FOR A CHANCE TO WIN A PRIZE!

It is estimated that more than 20 million bags are used in East Brunswick every year. Worldwide, that number is a trillion single use bags!

The plastic the bags are made of does not readily degrade and it remains in the environment for up to a thousand years. Discarded plastic bags threaten wildlife everywhere, suffocate our wetlands, and pollute our oceans.

The Friends of the East Brunswick Environmental Commission is launching a township-wide campaign, “Plastic-Free EB: One Bag at a Time” - this spring to encourage township residents to reduce their use of plastic bags by bringing reusable bags whenever and wherever they shop.

We ask you to help get the word out and challenge you to make a video public service announcement (PSA) highlighting the issue and embracing the theme of reducing plastic bag use in East Brunswick. Check out these [links](#) for some statistics and inspiration.

#### Videos Guidelines:

- Embrace theme of reducing plastic bag use in East Brunswick
- Be 30, 60, or 90 seconds in length
- Be filmed in East Brunswick, NJ (EB must be easily identifiable)
- Be family friendly
- Include the campaign slogan: “Plastic-Free EB: One Bag at a Time”
- Include the Friends website: [www.friendsebec.com](http://www.friendsebec.com)
- All music, video and images used in entries must be in the public domain –non-copyrighted and permitted for public broadcast and use on social media and the internet. Only original work may be submitted.

#### Video Submission Guidelines:

- Deadline: March 15<sup>th</sup> 2018
- Upload video to youtube.com
- Fill out this [video submission form](#) including link to video

The top 5 videos will be selected by committee and posted on the Friends of the East Brunswick Environmental Commission Facebook page. Winner is determined based on the number of likes their video receives before Earth Day 2018. The Friends of the East Brunswick Environmental Commission will have the rights to use the winning entry in all marketing and publicity materials in all media.