



## VIDEO CONTEST FACT SHEET

**Simple. Smart. Green.**

South Bayside Waste Management Authority, more commonly known as RethinkWaste, is seeking creative minds to help spread the word about the CartSMART program. CartSMART is the new weekly Single-Stream Recycling, Compost and Garbage collection program that will start January 3, 2011 for residents in the RethinkWaste service area (Town of Atherton • City of Belmont • City of Burlingame • City of East Palo Alto • City of Foster City • Town of Hillsborough • City of Menlo Park • City of Redwood City • City of San Carlos • City of San Mateo • Pockets of the County of San Mateo • West Bay Sanitary District. To learn more about CartSMART, please visit [www.RethinkWaste.org](http://www.RethinkWaste.org).

### Purpose:

RethinkWaste is hosting a video contest to invite and encourage **AMATEUR** videographers to help us educate and inspire our residents and commercial businesses to take advantage of the new program. The winning videos will be featured on our website and/or used for outreach to help promote participation and strong recycling habits and behaviors.

**Theme:** Videos must be a **minimum of 30 seconds and a maximum of two minutes in duration** and should address how CartSMART has influenced or facilitated improvement in the following categories:

- **Recycling-** for instance, how the program has increased participation due to the ease and convenience of single-stream recycling
- **Composting-** for instance, how program has helped to reduce your trash by recycling your food scraps with your yard trimmings
- **“Re-Think Your Waste”-** for instance, how the program has changed your behavior - wanting to live a “greener lifestyle”, consuming less and recycling more

### Categories:

The Contest is open to Amateur videographers who live or work in the service area. We welcome submissions from Individuals/Families and School Organizations/Student Groups. There will be a total of 4 prizes, two for each category.

### Prize Awards:

- Individuals/Families: Grand Prize is an iPad, 1<sup>st</sup> place \$250 and Honorable Mention is \$100
- School Organizations/Student Groups: Grand Prize is \$1000, Honorable Mention is \$500

### Rules and Entry/Release Forms:

To learn more about the video contest rules and get copies of the Entry and Release Forms, please visit [www.RethinkWaste.org](http://www.RethinkWaste.org) and click on the Video Contest box on the Home Page.

### Selection Process:

Finalists will be selected by RethinkWaste. The public will then be able to vote for the winners in each category on the RethinkWaste website.

For more information please visit our website at [www.rethinkwaste.org](http://www.rethinkwaste.org), email us at [rethinker@rethinkwaste.org](mailto:rethinker@rethinkwaste.org) or call us at 650-802-3500