



## N.C. Department of Environment and Natural Resources

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Contact: Chris Frazier  
Phone: (919) 715-6515

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### STATE ANNOUNCES RECYCLING COMMERCIAL CONTEST WINNERS

RALEIGH – Now airing statewide: cool new recycling commercials! To reach out to the 20-something crowd and show that recycling is hip and part of their generation, the N.C. Division of Pollution Prevention and Environmental Assistance sponsored a contest to develop innovative commercials for RE3, its new recycling campaign.



The contest winners didn't produce your run-of-the-mill recycling commercials. You won't see singing bottles, a picture of the Earth or a crying Native American. Instead, you'll view monsters, mobsters, flying bottles and poker playing. The winning entry of Asheville's Adam Taylor shows a group of young guys playing poker. As the main character tries to throw away some bottles, he gets a sour look from his girlfriend. He then moves the bottles to the recycling bin, where they belong. This makes his girlfriend happy and she plants a kiss on his cheek.

Other \$1,000 winners include Michael Boylan of New York, whose commercial features flying bottles stalking a non-recycler. Alisa Stern of Brooklyn, N.Y., uses a clay animation technique in her ad, "Recycle Monster," and Randall Smith of St. Paul, Minn., makes us think we're watching a mob crime in progress with "Drop it Here." The winning recycling commercials can be viewed at [RE3.org/flicks.htm](http://RE3.org/flicks.htm).

RE3 is everywhere this summer. Along with these commercials, cinema ads are also airing statewide and the RE3 crew is taking the recycling message to festivals across the state where residents can win prizes by recycling. RE3 aims to show North Carolinians important aspects of recycling – the effect on the economy, jobs, energy use, air quality and land usage.

For more information about RE3, contact Keefe Harrison of DPPEA at [Keefe.Harrison@ncmail.net](mailto:Keefe.Harrison@ncmail.net) or (919) 715-6507.

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