



# CONTEST RULES

RECYCLING HEROES IN SCHOOL  
RECYCLING PSA CONTEST

JANUARY 2024



BE A  RECYCLING HERO!

encorp<sup>re</sup>  
RECYCLE

## SHOW US HOW YOU RECYCLE!

As part of Encorp's *Recycling Heroes in School* Program, Encorp will be hosting a recycling public service announcement (PSA) contest. Show everyone in New Brunswick how your class recycles their deposit-bearing beverage containers!

Participation in the contest is open to any class from a school enrolled in Encorp's *Recycling Heroes in School* Program, offering an opportunity to compete for various prizes. To enter, the class, along with their teacher, must collaboratively create a recycling PSA illustrating their methods for recycling deposit-bearing beverage containers. The PSA should be shared on the school's social media platforms to educate and inspire New Brunswickers on effective recycling practices.

We have a specific challenge for you: New Brunswickers aren't recycling carton beverage containers as much as they should. So, in your recycling PSA, shine a spotlight on recycling deposit-bearing beverage containers made from carton, such as juice boxes.

## RECYCLING PSA GUIDELINES

This contest aims to be both educational and creative! For that reason, it is entirely up to the participants how the recycling PSA is made and in what format it is in. Possible formats include, but are not limited to video, audio, poster, art piece, etc. Participants unsure about the suitability of their chosen format can seek clarification by reaching out to Sereana at [sereana.simpson@encorpatl.ca](mailto:sereana.simpson@encorpatl.ca).

While content creativity is encouraged, each PSA should convey, at a minimum, the following information:

- Deposit-bearing beverage containers can be recycled at redemption centres for a deposit refund.
- Examples of beverage containers, including carton beverage containers, that are deposit-bearing.

Contest submissions will be judged based on their creativity, clarity, accuracy, and whether the above information has been included.

## ELIGIBILITY

Any class from a school in New Brunswick that is participating in Encorp's *Recycling Heroes in School* Program is eligible to enter this recycling PSA contest. That class will be represented by its teacher as the "Contestant".

## HOW TO ENTER

There is no purchase required to enter this contest. Eligible classes wanting to enter this competition should take the following steps:

1. As a class, create your recycling PSA as per the guidelines previously outlined in this document.
2. The Contestant posts the recycling PSA on any applicable social media platforms (Facebook, Instagram, or YouTube) with the #RecyclingHeroesInSchool hashtag.
3. The Contestant enters their class into this contest using the submission form on [Encorp's website](#).

Limit one entry per class.

Entries for this competition will be accepted online starting on February 1, 2024, and ending on April 30, 2024. To be valid, entries must be received by **5:00 p.m. April 30, 2024 ADT**.

## PROCEDURE FOR AWARDING PRIZES

There will be one contest winner from each of the following four categories, for a total of four winners:

- Kindergarten to grade 2 classes
- Grade 3 to grade 5 classes
- Grade 6 to grade 8 classes
- Grade 9 to grade 12 classes

From May 1, 2024, to May 8, 2024, the contest judges will review and discuss all contest entries, and select the winners for each category.

All contest winners will be contacted by email on May 9, 2024, and should claim their prize as instructed by Encorp no later than May 17, 2024. If a winner cannot be reached by May 17, 2024, or a winner declines the prize, the prize shall be forfeited and Encorp Atlantic has the right, at its sole discretion, to select another winner.

## DESCRIPTION OF PRIZES

The funding for this contest's prizes has been generously gifted to Encorp Atlantic by the [Carton Council of Canada](#).

Encorp Atlantic will have the following fun eco-prizes available for the winning classrooms, which can be used to get students involved in gardening and other educational green activities in their schools:

- 4x AI-powered bird feeder with camera (\$390 approximate retail value)
- 2x Polycarbonate green house (\$490 approximate retail value)
- 4x Hydroponic garden kit (\$360 approximate retail value)
- 4x Raised garden bed, composter, and rain barrel kit (\$420 approximate retail value)
- 2x Outdoor storage unit (\$460 approximate retail value)

Winners will be able to choose which of the prizes they would prefer to receive. Winners will be able to choose one listed item from the pool of prizes in the order that they claim their prize.

By entering the contest, the Contestant understands that, should multiple winners claim the same prize prior to them, it is possible that not every prize on this list will be available for them to choose from.



The background of the page is decorated with various colorful illustrations of school supplies and autumn-themed items. These include a blue pencil, a yellow pencil, a pink pencil, a paint palette with various colored dots, a paperclip, a globe, and several autumn leaves in shades of yellow, orange, and green. The items are scattered across the page, creating a vibrant and creative atmosphere.

## GENERAL RULES

1. The prize shall be accepted as is and may not be exchanged or refunded for an amount of money.
2. If the prize cannot be awarded as described in these rules, Encorp Atlantic reserves the right to substitute a prize or prize component with another of comparable value, as determined in its sole discretion.
3. Refusal to accept the prize releases Encorp Atlantic from any obligation toward the winner.
4. If a Contestant makes any false statement, they will be automatically disqualified from the contest.
5. By entering, the Contestant agrees to release and hold harmless Encorp Atlantic from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) such entrant's participation in the contest and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the promotion; (v) electronic or human error in the administration of the promotion or the processing of entries.
6. Encorp Atlantic reserves the right to cancel or suspend this contest should a virus, bug or other cause beyond their reasonable control corrupt the security or proper administration of the contest.
7. All personal information, such as name and contact information, is collected by Encorp Atlantic solely for the purposes of administering this contest and shall not be used for any other purpose without your express consent. By providing this information, you consent to it being used for the stated purposes.
8. Odds of winning depend on the number of eligible entries.
9. Encorp Atlantic reserves the right to amend the contest rules or to terminate the contest at any time without any liability to any contestant. Any amendments to these contest rules will be posted on Encorp Atlantic's website.
10. By entering, you agree to abide by the contest rules and the decisions of Encorp Atlantic, whose decisions are final and binding on all contestants.