



FOR IMMEDIATE RELEASE

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Countywide Recycling Contest Energizing Young Artists

MIDDLESEX COUNTY – Middlesex County’s Recycling Division is asking young area artists to ready their paint brushes, pencils, color crayons and sketchpads, as it kicks off its second annual “No Wasted Talent Art Contest.”

Between Sept. 26 and Nov. 11, Middlesex County children, 11 years old and younger, can submit artwork that illustrates the importance of recycling, vying for a chance at the cover of the 2017 recycling brochure.

“Last year, we received a few dozen responses and ultimately, our selection committee narrowed down the entries to an East Brunswick fourth-grader, Angelina Xu,” said Ed Windas, recycling manager for the Middlesex County Improvement Authority, which oversees the division. “This year, we’re hoping to get the word out earlier, which could spark more participation. So if there are any local art teachers that want to get their students involved, here’s a great classroom project.”

Once the deadline arrives, an MCIA selection committee will choose a single winner, whose artwork will then reach more than 90,000 homes and business through an online recycling brochure tailored to each of the 15 municipalities that participate in the curbside recycling program.

In addition to curbside pick-up schedules, this guide is also a source for municipal recycling information and details on the yard-waste program, available Countywide.

Furthermore, the winner of the contest, sponsored by Central Jersey Waste Recycling, will receive a gift card to a local establishment, soon to be announced.

“Our thought is if we’re making recycling fun and engaging, then we might pique the interest of our young children,” said Middlesex County Freeholder Deputy Director Carol Bellante, liaison to the MCIA. “They, in turn, can share that enthusiasm with their parents and hopefully, encourage and partake in recycling at home.”

A full range of art mediums, including paintings and sketches using crayons, pens, pencils and oil pastels, will be accepted. All submissions, which should be mailed in as a hard copy or emailed as a JPEG, must be received no later than Nov. 11.

Each entry must also contain a teacher, parent or guardian’s name, along with their contact information, such as a phone number, an email or a mailing address, as well as the child artist’s name.

The selection committee will announce the winner on the MCIA’s website by Nov. 15.

Those wishing to participate can send their entries to the Middlesex County Improvement Authority’s Public Information Officer, Maria Prato, via email at mp@mciauth.com or by mail at 101 Interchange Plaza, Suite 202, Cranbury, NJ 08512.

For further details on the MCIA Recycling Division’s “No Wasted Talent Art Contest,” log onto www.mciauth.com or call 609-655-5141.

MEDIA CONTACT: Public Information Officer Maria Prato, 609-655-5141, mp@mciauth.com.