



City of Chicago
Richard M. Daley
Mayor



PRESS RELEASE

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What's Your Climate Action? Enter the Chicago Climate Action Plan Earth Day Video Competition Now thru April 12

Middle, high school and college students can submit videos to show how they are helping Chicago achieve its climate action goals

CHICAGO, IL—The Chicago Climate Action Plan (CCAP) team has launched an innovative video contest aimed at encouraging middle, high school, and college students in the City of Chicago to submit creative, 90 second videos that illustrate how they take part in one or more of the Plan's 35 mitigation or adaptation strategies of CCAP. The CCAP is a comprehensive and detailed strategy that outlines how the city will reduce its carbon footprint 25 percent below 1990 levels by 2020.

Beginning April 1, 2010 and continuing through April 12, 2010 students may submit their videos individually or in teams. A panel of judges will review all video entries and announce the nine winners on April 22—Earth Day—at Daley Plaza. Categories include: 5th–8th grades, 9th–12th grades and college undergrads. Winners in each category will receive: 1st place - \$2,000; 2nd place - \$1000 and 3rd place - \$500 to be used towards education. The video contest is made possible through a partnership with the Abbott Fund, the philanthropic foundation of the global health care company Abbott.

“On the 40th anniversary of Earth Day, we want to remind Chicago students that they too have the power to create valuable and positive change in their city,” said Suzanne Malec-McKenna, Commissioner, Chicago Department of Environment. “Through this video contest we are raising awareness of the Chicago Climate Action Plan and increasing students’ understanding of the personal actions they can take to address climate change.”

(MORE)

CCAP EARTH DAY VIDEO COMPETITION – 2/2

Following the contest, from April 23-May 18, 2010, visitors to www.chicagoclimateaction.org can take part in the Viewer's Choice Award by voting on their favorite of the nine winning videos. On May 22, 2010, the winner will be announced and receive an additional \$500 award.

For the official rules, regulations and deadlines or to submit a video, please visit www.chicagoclimateaction.org.

For more information, please contact Alison Saffold, Director of Communications for the Chicago Climate Action Plan, Global Philanthropy Partnership, at (312) 744-8908.

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