

WHY IT MATTERS Video Contest

Wickenburg Conservation Foundation in partnership with Steve Wood Voice and Video is producing a 7-10 minute video that will be shared statewide through websites and social media.

The purpose of the video is to engage students up to age 21 in documenting:

1. The beauty and importance of the Sonoran desert to people, plants and animals
2. Examples of littering and the impact of littering on the people, plants and animals
3. Innovative solutions to solving the litter problem

Prizes will be awarded for the three best videos: 1st place \$200, 2nd \$150, 3rd \$100

Videos should be 10-60 seconds long and should address one or more of the purposes noted above. Selfies can be used. Videos along with required releases should be submitted to: wickenburgtrails@gmail.com Questions should be addressed to wickenburgtrails@gmail.com Deadline for submission is June 15, 2022. Winners will be announced June 30, 2022 and will be acknowledged in the final video and other submissions in the video credits.

Videos can include personal testimonies or interviews with recreational land users, other students, land owners, Bureau of Land Management, Game and Fish, Animal rescue agencies, AZ Dept. of Transportation, Maricopa County Dept. of Transportation or others with insights on the video purpose as stated above..

Wickenburg Conservation Foundation (WCF) is a 501(c) 3 non-profit whose mission is to preserve the Sonoran desert for responsible and safe recreational use by establishing and maintaining trails and developing and hosting nature-based educational programs. Our mission is accomplished through partnerships at the local, state and federal levels

WCF is tackling the issue of litter in our beautiful Sonoran desert through its Wickenburg Clean and Beautiful program initiatives which include monthly litter cleanups, ambassadors stationed at recreational sites, community outreach and Leave No Trace education programs for youth and adults.

WCF is sponsoring the video contest to engage young people, the future caretakers of our desert, in highlighting the importance of the desert, the litter that is destroying the desert and innovative solutions that can reverse this destructive tide.

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FB: wickenburg trails, wickenburg clean and beautiful

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