

trailer trashed.

Last year, **280 million** beverage containers weren't recycled in B.C. Despite the convenience of depots, return-to-retail options and the incentive of refundable deposits, **containers are still trashed.**

There's one group collectively responsible for 242 million of these missing containers being tossed in landfills. They're mostly **single**, mostly **male**, and for the most part **aged 18-34**. The other thing they have in common is watching movies.

Help change this wasteful behaviour by making a movie! **A movie trailer to be exact!**

lights. camera. action.

It's time to produce a spectacular movie trailer to inspire this group and tell them to return their containers, and help save the planet, one bottle or can at a time.

Deadline for Entry is Sept 30, 2011



recycle

fame. superstar status. cash prizes.
visit trailertrashed.org for details



1st - \$2000

2nd - \$1000

3rd - \$500