



## Alexandria Earth Day 2018 – Local Action, Global Impact Call for Entries: Earth Day Artwork

The City of Alexandria's Earth Day celebration will be held on Saturday, April 28, 2018 from 10 a.m.-2 p.m. at the Lenny Harris Memorial Fields at Braddock Park adjacent to George Washington Middle School.

[www.alexandriava.gov/EarthDay](http://www.alexandriava.gov/EarthDay)

The Earth Day Planning Committee is excited to utilize the talents of Alexandria students in grades K-12 to design artwork to help publicize the event. The selected artwork will be printed on Earth Day t-shirts, posters, fliers, and advertising to donors, as well as posted on the Earth Day website. The **deadline for submission is Friday, January 26, 2018** to UpCycle Creative Reuse Center, in the Durant Arts Center, 1605 Cameron Street, Alexandria, Virginia 22314.

### Theme:

The theme of Earth Day 2018 is **Local Action, Global Impact**. Students are encouraged to create an artistic design of the role they play in protecting the Earth. What choices can students, together with their families and community groups, make to help our planet? They can change how they travel to school or work, reduce the amount of water they use, power down and unplug electronics when not in use, plant an organic garden, reuse before buying new, or compost their food waste. Be creative! The field is wide-open to the students' interpretations of the theme.

### Artwork Guidelines:

- The artwork can be created by hand or with a computer and needs to appeal to a broad audience.
- The artwork **should not include any text**.
- There are no size requirements, but the submission must be 2-dimensional.
- Although there are no color limitations or restrictions, please keep in mind that a simple, bold graphic design is best. Complicated designs do not transfer well onto the silk-screens used for t-shirt production.
- The artwork must be original in concept and not violate U.S. Copyright Law.

### Media Use & Recognition:

- The Earth Day Planning Committee will select the winning artwork based upon creativity, content, composition and relationship to the theme *Local Action, Global Impact*.
- Artwork that is selected may be reproduced in color or black & white for advertising purposes. The Earth Day Planning Committee reserves the right to make modifications, to accommodate the addition of City logos, text about the event, etc.
- The artist will be recognized in the Earth Day program and invited to the Earth Day Proclamation reading at a City Council Meeting. A collection of submitted artwork will be displayed at the Earth Day celebration and in City Hall the week prior to the celebration. Artwork will be available for pick-up from UpCycle following the event and returned to ACPS schools.

### Submission Guidelines:

- Print the student's full name, grade and school legibly on the back of the artwork.
- Artwork may be dropped off at UpCycle, in the Durant Center, 1605 Cameron Street, Alexandria, VA 22314, on Wednesdays & Fridays from 12-6 p.m. or on Thursdays & Saturdays from 10 a.m.-4 p.m.
- ACPS schools may arrange for pick-up of artwork by contacting Lee Ann Tardieu at [lee.ann.tardieu@acps.k12.va.us](mailto:lee.ann.tardieu@acps.k12.va.us).
- **Artwork must be received by 6 p.m. on Friday, January 26, 2018.**

**Questions? Contact UpCycle Director Kelley Organek at [kelley@UpCycleCRC.org](mailto:kelley@UpCycleCRC.org) or 703.861.8705.**