



CALIFORNIA ENVIRONMENTAL PROTECTION AGENCY
Department of Toxic Substances Control

Media Release

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Violet Heintz Education Academy in Fresno wins DTSC's Pollution Prevention Video Contest

SACRAMENTO – The California Department of Toxic Substances Control (DTSC) is pleased to announce that a group of teen students in Fresno have won this year's Pollution Prevention Week Video contest. The contest is sponsored by DTSC and the Western Sustainability and Pollution Prevention Network.

The Violet Heintz Education Academy community school, located at 4939 E. Yale Fresno, created a hard-hitting 60-second video which convinced the judges that the students embraced the 'green' message that pollution prevention starts with the individual.

[<http://dtsc.ca.gov/PollutionPrevention/2011Winner.cfm>].

This contest, now in its second year, attracted 39 video entries-almost three times as many as the previous year.

"The winners absolutely nailed the message. Pollution prevention is something every person, every business, in every neighborhood can practice." said DTSC Director, Debbie Raphael.

Raphael said, "DTSC is thrilled that the importance of pollution prevention- reducing waste, conserving water and energy, reducing air emissions, and using fewer toxic chemicals is hitting home with new audiences."

Called "It Starts With me, The Time is Now!" the winning entry shows that the pollution prevention message is being heard loud and clear in Fresno. It is an edgy but straightforward video that shows that everyone from every community can start using fewer toxic chemicals, conserve water and energy, and generate less solid and hazardous waste.

DTSC and the Western Sustainability and Pollution Prevention Network (WSPPN) congratulate the students at Violet Heintz Education Academy for their outstanding achievement and support for Pollution Prevention Week 2011 through their winning entry "It Starts With Me, The Time is Now!"

The students will share the winning prizes of:

- Attending the prime time screening of their video at the San Francisco Green Film Festival March, 2012
- A two-night stay at the San Francisco Galleria Park Hotel- a certified green business
- Behind the scenes tour of San Francisco's Aquarium of the Bay- a certified green business

Businesses earn a seal of green certification from their local city or county by meeting rigorous pollution prevention criteria established by the California Green Business Program.

Other video finalists include

Best entry submitted by a 14-year-old or under [<http://www.youtube.com/watch?v=Ctd-fETRCp8&feature=youtu.be>]

Best entry to make you laugh 'till you're green!

[<http://www.youtube.com/watch?v=5BDxrWVO7DA&feature=youtu.be>]

Best entry produced by a business or organization

[<http://www.youtube.com/watch?v=XQx5c5rjHqo&feature=youtu.be>]

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FOR GENERAL INQUIRIES: Contact the Department of Toxic Substances Control by phone at (800) 728-6942 or visit www.dtsc.ca.gov. To report illegal handling, discharge, or disposal of hazardous waste, call the Waste Alert Hotline at (800) 698-6942.

The Mission of DTSC is to protect California's people and environment from harmful effects of toxic substances by restoring contaminated properties, identifying and promoting safer ingredients in consumer products, and ensuring stewardship through enforcement, regulation and pollution prevention.