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CLEAN WATER ALLIANCE ANNOUNCES

2008 "MAKE THE WATER CONNECTION" TV AD CONTEST

Stearns County and Sauk Rapids-Rice High School Students Invited to Enter

ST. CLOUD, MN — Eager to build on the success of its inaugural contest last year, the Central Minnesota Water Education Alliance (CMWEA) is calling for entries in the 2008 Make the Water Connection ad contest. Area high school students are invited to put their creative talents to work creating TV ads promoting simple ways everyone can help protect the water. In addition to supporting a worthy cause and having fun, they'll be competing for a chance to win one of the three top prizes — \$1000 for their school and a \$400 Gander Mountain gift card.

Open to 9–12th grade students, the contest calls for the creation of 30-second TV ads creatively promoting one of CMWEA's top ten water protection tips at www.mnwaterconnection.com. Students may enter individually, or in groups of up to four. This year, students attending Sauk Rapids-Rice High School are also eligible to enter. The required running time of the ads has been reduced from 60 to 30 seconds.

Three top prizes will be awarded, each consisting of a \$1000 award to the school's sponsoring department and a \$400 Gander Mountain gift card for the winning student or student group. The deadline for contest entries is Friday, April 18. Winners will be notified early in May, and recognized at the Official Ducky Awards event at Gander Mountain on Wednesday, May 14. Winners will be featured on the CMWEA and City of St. Cloud websites, and cable public access channel 19. Contest details and entry forms are available online at www.mnwaterconnection.com.

CMWEA welcomes inquiries from any organization interested in supporting the clean water effort. To learn more, visit the *Make the Water Connection* website at www.mnwaterconnection.com

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Official "Make the Water Connection" Ad Contest Sponsor

Make the Water Connection is a program of the **Central Minnesota Water Education Alliance (CMWEA)** with support from: Stearns County; the cities of Cold Spring, Melrose, Paynesville, Richmond, Rockville, St. Cloud, St. Joseph, Sartell, Sauk Rapids and Waite Park; St. Joseph and Le Sauk townships; Sauk River Chain of Lakes and Koronis Lake associations; the Upper Mississippi River Source Water Protection Project, Sauk River Watershed District, Stearns County Soil & Water Conservation District and the Minnesota Rural Water Association.

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