



Clean Water. It starts with you.

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**CLEAN WATER ALLIANCE ANNOUNCES THE 2010  
"MAKE THE WATER CONNECTION" TV AD CONTEST**  
*Stearns County and Sauk Rapids-Rice High School Students Invited*

ST. CLOUD, MN — Now in the fourth year of its clean water campaign, the Central Minnesota Water Education Alliance (CMWEA) is calling for entries in the 2010 Make the Water Connection TV 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. Three \$1000 prize packages will be awarded, with each winning entry receiving \$700 for their school and a \$300 Gander Mountain gift card for the students.

Open to 9–12th grade students in Stearns County and Sauk Rapids, the contest calls for the creation of 30-second TV ads creatively promoting one of CMWEA's top ten water protection tips at the CMWEA website, [www.mnwaterconnection.com](http://www.mnwaterconnection.com). Students may enter individually, or in groups of up to four. Winners will be selected by a group of judges representing CMWEA, Charter Media and Charter Communications, the St. Cloud Times, and Thelen Advertising.

The deadline for contest entries is Thursday, April 15. Winners will be notified early in May, and recognized at the Official Ducky Awards event at Gander Mountain in Waite Park on Monday, May 10. Winners will be featured on the CMWEA website and Charter cable public access channel 19. Contest details and entry forms are available online at the CMWEA website.

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](http://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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