

Charleston County News Release

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Charleston County Solid Waste & Recycling Wins Addy Awards for TV Campaigns and Carolina Recycling Association's Award for Sensational Education & Outreach

Charleston County Solid Waste & Recycling recently received two Bronze Addy Awards for its 2006 educational TV ad campaigns from the Advertising Federation of Charleston. The awards were presented to Charleston County Solid Waste & Recycling at the local 2007 Addy Awards Gala held at the Charleston Place hotel.

Charleston County Solid Waste & Recycling and its production company, Osprey Productions HD, received one award for a 30-second, anti-litter commercial about illegal dumping titled "Do the Right Thing and Put it Where it Belongs."

The other Bronze Award was given for the "Get in the Game and Put it Where it Belongs" recycling campaign, which included three TV commercials featuring the Charleston Stingrays, RiverDogs and Battery local sports teams.

"The connection between what we do and the community's participation is key to success," said Gregg Varner, Charleston County Solid Waste & Recycling Director. "The education program is the foundation of that connection, and our education program is one that can make all of Charleston County proud."

Charleston County Solid Waste & Recycling also received the "Getting the Word Out: Sensational Education and Outreach" award from the Carolina Recycling Association (CRA) at its 17th Annual Awards Luncheon held at the Hyatt Regency hotel in Greenville, SC.

Each year, CRA honors the best programs, projects and individuals in North and South Carolina for outstanding achievement and commitment to conserving resources by advancing waste reduction and recycling throughout the Carolinas.

The "Getting the Word Out: Sensational Education and Outreach" award recognizes a program that has excelled in educating its community about recycling and waste reduction through creative uses of materials, media and funds.

"Winning the awards is such an honor for our program," said Christine DeStefano, Marketing Specialist for Charleston County Solid Waste & Recycling. "It is my firm belief that public information, education and community outreach are what truly drive a recycling program, and Solid Waste & Recycling has done a wonderful job in these areas."

SIDEBAR

The Addy Awards are the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local Addy competitions. The Addy Awards are conducted annually by the American Advertising Federation and the local Advertising Federation of Charleston. The mission of the competition is to recognize and reward creative excellence in the art of advertising.

The Carolina Recycling Association is one of the largest state-based recycling associations in the United States, serving North and South Carolina since 1989.

- Written by Danica Fri -