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**STUDENT CONSERVATION ASSOCIATION TEAMS UP WITH “GREEN IS UNIVERSAL” FOR NATIONAL “GREEN YOUR SCHOOL” CONTEST**

*\$5,000 grand prize for high school with best “green” project*

**CHARLESTOWN, NH** – April 1, 2009 – Today, the Student Conservation Association (SCA) announced the launch of a national “Green Your School” contest, funded by the NBC Universal Foundation in connection with NBC Universal’s Green initiative, “Green is Universal.” The contest urges students in all U.S. high schools to submit their school’s best green-related projects for the chance to win a \$5,000 grand prize.

The “Green Your School” contest is awarding prizes for conservation service projects designed by high school students that improve, restore, beautify and/or conserve their school’s environment. Entries may include projects that have been underway since August of 2008 or are currently in development. The contest is expected to engage conservation-minded students from urban to suburban, rural and tribal schools.

“The ‘Green Your School’ contest gives all schools an opportunity to inspire, motivate and engage their students and local communities to become critical doers in this green economy,” said Sara Leiman, Green Ambassadors Director at Environmental Charter High School in Lawndale, California.

Project examples include transforming a school parking lot or yard into a community garden, implementing a recycling or compost program in the school cafeteria, using reusable and recyclable products on campus or establishing a system to reduce water and power usage.

“We are thrilled to be a part of such a worthwhile project. It is critical for youth to become aware of and involved in protecting the environment, as they are the generation who will benefit most from a sustainable planet,” said Susan Haspel, Vice President, Corporate Community Affairs, NBC Universal. “I look forward to hearing about the exciting and useful green ideas they create.”

A panel of qualified judges, including environmentalist Simran Sethi and NBC News’ Anne Thompson, will award a Grand Prize winner with \$5,000 and two First Prize winners with \$2,500 each.

Entries will be judged on the following criteria:

- Does the project improve the environmental health of the school?
- Is it sustainable?
- Did a student or students initiate it and does it engage other students, teachers, administrators and/or the outside community?

The “Green Your School” contest runs from today until 11:59 p.m. EST on October 9. Entries may be submitted online by visiting [www.thesca.org/green-your-school](http://www.thesca.org/green-your-school) or a registration form may be requested by mail and sent back to SCA headquarters at 689 River Road, P.O. Box 550, Charlestown, New Hampshire 03603. Winning schools will be notified by email, phone or mail by mid-November, 2009.

#### **About the Student Conservation Association**

SCA is a nationwide conservation force of college and high school students who protect and restore America's parks, forests, refuges, seashores and communities. For more than 50 years, SCA's active, hands-on practice of conservation service has helped to develop a new generation of conservation leaders, inspire lifelong stewardship, and save the planet. SCA is a non-profit headquartered in Charlestown, New Hampshire with regional offices in Washington D.C., Oakland, Pittsburgh and Seattle. For further information, visit [www.thesca.org](http://www.thesca.org).

#### **About Green is Universal**

Launched in May 2007, "Green is Universal" is NBC Universal's ongoing green initiative dedicated to raising Green awareness, effecting positive change to the environment, and substantially greening its own operations. Throughout the year, NBC Universal uses it numerous media and entertainment platforms to educate the public on the environment, with over 250 hours of green-themed content airing across 42 NBCU brands. On April 19<sup>th</sup>, the company will launch its second annual “Earth Week” with a week-long green-themed programming effort.

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