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Earth Day Slogan Contest and Event

APRIL 17TH 2013 BY BETH FARRAH

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*Written by
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Jefferson City, Missouri — Bellflower fifth-grade student, Shelby Stille, recently submitted the winning slogan contest for the Department of Natural Resources' Earth Day 2013 slogan contest. Shelby took first place by creating her slogan called "Energy Efficiency: It's the Bright Idea". Although there were more than five-hundred other entries from students of all ages based on the same theme: "energy efficiency", Shelby toppled them all with her idea.

Shelby is the daughter of Ned and Maria Stille, a family who lives in Bellflower, Missouri. She is a student at Montgomery City Elementary School and is in Christina Harms' fifth grade class. Since she is the winner of the themed slogan contest, she has been rewarded with a \$50 gift card (donated by her local Central Bank in Jefferson City) and she will even get the chance to appear on stage during the 2013 Earth Day opening Ceremony this weekend in Jefferson City on April 19th.

Shelby's slogan was unique, clever, and thoughtful. It reminds people every day that being energy efficient is not only easy, but it is a smart thing to do. Lighting, heating and air conditioning, and transportation are daily parts of our routines but we should also make being energy efficient part of our routines too. It does not only effect our environment, but it also affects our lives economically.

Earth Day 2013 represents the Department of Natural Resources' 19th year sponsoring the event, which will include multiple educational displays and activities from the department as well as a number of other state and federal agencies. The day's events will also include a number of stage shows and contests. Although geared toward upper elementary school age students, the event is free and open to the public and is fun for people and students of all ages.

Earth Day will be celebrated this year on Monday, April 22nd but it is never too soon or too late to start "Going Green" or working to save our environment. With the simple tasks that Shelby mentioned with her award-winning slogan, everyone can take steps towards a brighter future for our society and our planet. There will be many other Earth Day activities that will take place throughout the weekend and next week, so be sure to stay updated and to get involved, whether it is a local or national cause. As we move into spring, remember that "Energy Efficiency is the Bright Idea".

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