

RU ON TAP?

Create a tap-water-inspired video
and YOU and your team could

WIN great prizes!


NEW JERSEY
AMERICAN WATER

R[®]

New Jersey American Water and Rutgers Athletics are teaming up to make a difference for the environment by helping to reduce the consumption of bottled water.

Do your part. Drink tap water instead of purchasing disposable bottles of water.

HELP SPREAD THE WORD and you could WIN GREAT PRIZES!

- \$2,000 Gift Card from Barnes & Noble Campus Bookstore
- \$500 Gift Card from Papa John's for Pizza to be delivered on-campus
- Free trip for all contributors (up to 4 per the contest rules) of the video to the Rutgers-North Carolina football game in Chapel Hill, NC on September 10, 2011. Trip will include roundtrip airfare, hotel accommodations and tickets to the game
- An Apple iPad

It's as easy as 1-2-3!

1. Create a tap-water-inspired video under 90 seconds long describing the benefits of drinking tap water. The criteria: It must be educational and communicate the value of tap water. **BE CREATIVE!**
2. Post your final video to YouTube to spread the word.
3. Register your video online by April 15 for your chance to win!

DID YOU KNOW?

85% of plastic bottles end up in landfills. It takes 1,000 years for the average plastic bottle to biodegrade. Reducing the amount of disposable water bottles purchased can have a direct effect on the amount of bottles that ultimately ends up in landfills.



PRIZES

Winners will win an iPad and be honored at the Scarlet White Spring Game in April.

TO REGISTER

Individuals or teams of up to four members can enter the contest. To enter a video into the contest, log on to www.newjerseyamwater.com. On the homepage, select "Rutgers Athletics: RU on Tap?"

DEADLINE TO REGISTER

The deadline to enter is April 15, 2011. Videos registered after midnight on April 15 will not be considered.

FOR MORE INFORMATION

NOTE: All entrants/entries are subject to contest rules. Visit www.newjerseyamwater.com, and select "Rutgers Athletics: RU on Tap?" for the official rules and guidelines.

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WE CARE ABOUT WATER. IT'S WHAT WE DO.[®]

RU ON TAP?

Create a tap-water-inspired song and dance and YOU and your dance crew could

WIN an Ipad!



NEW JERSEY
AMERICAN WATER



New Jersey American Water and Rutgers University are teaming up to make a difference for the environment by helping to reduce the consumption of bottled water.

Water is essential to life, but you have a choice when it comes to where you get your water. Do your part for the environment. Drink tap water instead of purchasing disposable bottles of water.

HELP SPREAD THE WORD.

(and show off your talents at the same time)



DID YOU KNOW?

85% of plastic bottles end up in landfills. It takes 1,000 years for the average plastic bottle to biodegrade. Reducing the amount of disposable water bottles purchased can have a direct effect on the amount of bottles that ultimately ends up in landfills.

HERE'S WHAT TO DO

1. Write original song lyrics that describe the benefits of drinking tap water. This should be no more than 90 seconds long.
2. Then, we'd like you to choreograph and record an original dance routine to go along with your song. This can be an individual or group effort. Dance crews should be limited to no more than four members. Entrants must be RU students.
3. Post your final music video to YouTube to spread the word.
4. Register your video online by _____ for a chance to win!

PRIZES

Each member of the winning dance crew will win an Ipad (limited to no more than four students).

TO REGISTER

Once you upload your video to YouTube, then register your entry online at xxxxxxxxxxxxxxxx@xxxxxxxxxxx.xxx. Videos not registered by will not be considered.

DEADLINE TO REGISTER

Teams must register their video online at _____2011.

FOR MORE INFORMATION

Visit xxxxxxxxxxxxxxxx@xxxxxxxxxxx.xxx for the official rules and guidelines.

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