

**FOR IMMEDIATE RELEASE**

CONTACT: Lindsay Myers  
Coatesville Youth Initiative  
T: 610.380.0200 ext. 206  
lindsay@coatesvilleyouthinitiative.org

Terry Maenza  
Pennsylvania American Water  
T: 610.670.7789 ext. 1009  
M: 610.849.6484  
terry.maenza@amwater.com

## **COATESVILLE YOUTH INITIATIVE AND PENNSYLVANIA AMERICAN WATER LAUNCH “PROTECT OUR WATERSHEDS” PHOTO CONTEST**

*Contest enables high school students to express their creativity  
and environmental awareness*

**COATESVILLE, Pa. (March 2, 2018)** – Pennsylvania American Water and Coatesville Youth Initiative (CYI) today kicked off the “Protect Our Watersheds” Photo Contest to encourage young people to creatively illustrate the importance of protecting water resources. Using the social media site Instagram, the contest is open to Coatesville Area High School Students in grades 9-12, and can serve as a classroom project or an individual submission from the student.

“We are excited to again partner with Pennsylvania American Water,” remarked CYI Executive Director Chaya Scott. “In addition to supporting our local watershed, they have been true supporters of many programs that benefit Coatesville youth, including the Brandywine Watershed Discover Day Camp and our Prescription Drop Box Initiative.”

Students’ photo submissions should reflect positive messages about why our watersheds are valuable and how we can protect them. As part of their entry, students must write a brief narrative on the personal impact of watershed protection.

“The photo contest is a new twist on the ‘Protect Our Watersheds’ Art Contest that Pennsylvania American Water has sponsored for many years for younger students, and we are excited to see how high school kids use photos to illustrate their role in preserving our water resources,” said Pennsylvania American Water Director of Communications Terry Maenza. “By partnering with Coatesville Youth Initiative, we are expecting lots of student participation, fun and creativity while increasing environmental awareness in the school.”

To enter, students are required to:

- Email their photo to CYI Development Director Lindsay Myers at [lindsay@coatesvilleyouthinitiative.org](mailto:lindsay@coatesvilleyouthinitiative.org). All photos entered will be posted on the @COATESVILLEYOUTHINITIATIVE Instagram page.
- Follow @COATESVILLEYOUTHINITIATIVE and @PAAMWATER on Instagram.

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- Use the hashtag #pictureyourwatershed when posting photos on personal Instagram pages

The deadline for photo submissions is April 13, 2018. Judges will consider creative vision, artistic talent, an understanding of watershed protection and an ability to communicate that message. Three students will be recognized as first-, second- and third-place winners. The first-place winner will receive a \$75 gift card to Wawa, with the second- and third-place winners earning a \$50 and \$25 gift card, respectively. Winners will be announced in May.

Pennsylvania American Water, a subsidiary of American Water (NYSE: AWK), is the largest investor-owned water utility in the state, providing high-quality and reliable water and/or wastewater services to approximately 2.4 million people. With a history dating back to 1886, American Water is the largest and most geographically diverse U.S. publicly traded water and wastewater utility company. The company employs more than 6,900 dedicated professionals who provide regulated and market-based drinking water, wastewater and other related services to an estimated 15 million people in 46 states and Ontario, Canada. American Water provides safe, clean, affordable and reliable water services to our customers to make sure we keep their lives flowing. For more information, visit [amwater.com](http://amwater.com) and follow American Water on [Twitter](#), [Facebook](#) and [LinkedIn](#).

The Coatesville Youth Initiative is an independent non-profit organization committed to youth-led, transformational community change. They train youth leaders, enhance family relationships, encourage prevention education, and build community collaboration. For more information, visit [coatesvilleyouthinitiative.org](http://coatesvilleyouthinitiative.org) and follow CYI on [Facebook](#).

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