

WARREN
JUNE

SHOWCASE
2009

GREEN DAY 2009 LOGO DESIGN CONTEST



Calling All Artists

TAKE THE CHALLENGE

What: The *GrEEn Day Challenge* is a contest to design the official logo for the 2009 GrEEn Day Fair. GrEEn Day is an annual event designed to raise awareness about environmental responsibility in our community. This year will be the first time five Central New Jersey towns (Warren, Watchung, Green Brook, Long Hill Township and North Plainfield) will be coming together to celebrate the event.

Why: Grand prize winner will have their design displayed on all advertising and event-related materials including bags, t-shirts, posters, and advertisements. Winner will also be featured in the *Warren Showcase* magazine.

When: Deadline for submissions is June 08, 2009. GrEEn Day Fair is October 17, 2009.

Who: Contest applicants must be of high school age and either currently enrolled in one of the five towns' (Warren, Watchung, Green Brook, North Plainfield, Long Hill Township) public or private high schools or are being home schooled.

Details: The GrEEn Day logo design should reflect this year's event theme, *Caring and Connecting Our Communities, One Footprint at a Time*. The design should also communicate the community's vision to raise environmental and energy conservation awareness, as well as educate about the event's goals of conservation, sustainability and recycling. Ideally, art work should be formatted for submission in 300 dpi Adobe Illustrator EPS, PDF file or an Adobe Photoshop, TIFF, PDF file.

All submissions must include student contact information, school name and town, age and grade level. All art work must be sent electronically (via e-mail or disc) by June 08, 2009 to the event director, Sue Jain at suejain@gmail.com. If desired, a CD and/or one hard copy print of the electronic file, in sizes no larger than 8x12, can be mailed care of GrEEn Day Fair, P.O. Box 4174, Warren, N.J. 07059.

Judging: Submissions will be judged by the GrEEn Day Joint Commission and special guests from community organizations. The winning design will be judged on overall design concept and adherence to the theme and mission of the event. The winner will be selected and notified by June 15, 2009.

DEADLINE IS JUNE 08, 2009

For additional info, please contact Sue Jain at suejain@gmail.com.

Community News...

Warren High School Senior Wins GREEN Day Challenge Logo Design Contest Central Jersey Towns Gear-Up for First Regional Community Event

July 07, 2009, Green Brook, NJ – The GrEEn Day 2009 Joint Committee announced today that Watchung Hills Regional High School senior and Warren resident, Alexa Nelson has been selected winner of the first GrEEn Day Challenge logo design contest. The contest is a high school art competition to develop the official logo for the GrEEn Day 2009 Environmental and Energy Conservation Fair. The event is scheduled for October 18, 2009, at the Watchung Hills Regional High School (WHRHS).

As winner, Ms. Nelson will receive recognition for her work, which will be displayed on all advertising and event-related materials including bags, T-shirts, posters and advertisements. Additionally, she will receive an exclusive interview and \$100 gift certificate and will receive a solo art exhibit at the newly refurbished Watchung Art Center. Her work will be accompanied by the top ten entries from the contest.

"We are extremely proud of all the Graphic Design student efforts and feel that Alexa has created a logo that delivers the GrEEn Day organization message in an exciting way, while remaining whimsical and modern at the same time," said Steven Speeney, Arts Department Teacher, Watchung Hills Regional High School.

The GrEEn Day logo design was to reflect this year's event

theme, Caring and Connecting Our Communities. One Footprint at a Time. The design should communicate the community's vision to raise environmental and energy conservation awareness, as well as educate about the event's goals of conservation, sustainability and recycling.

According to Ms. Nelson, she loves creating art and has enrolled in several computer graphics courses during her time at WHRHS. She also designs posters for school plays and events, as well as clothing for the school's sports teams. Alexa will be a freshman at Penn State University this fall where she will be considering a major in communication disorders (speech pathology and audiology) and a minor in graphic design.

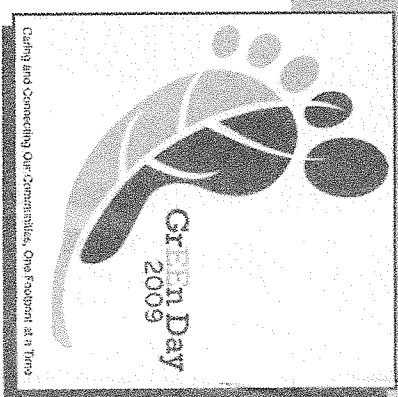
"Keeping with the contest theme, I envisioned a foot being the main feature of the logo. And because it's connected to being "green" and conserving the environment, I also imagined a green leaf as a prominent aspect. Therefore, I decided to combine both of the ideas to make a foot also look like a green leaf," said Ms. Nelson.

Officials from each of the four towns participating in the GrEEn Day Fair (Warren, Watchung, Green Brook, and Long Hill Township) worked with school district leaders to encourage student participation through art teachers and community awareness efforts.

Among the 33 artwork submissions, designs were evaluated into a "Top Ten" group. The scores from all 10 judges for the Top Ten short listed entries were added for each category: creativity of design, relevance to theme, uniqueness, and appropriateness as a logo. An overall score was calculated by adding scores for all categories for the top ten entries.

About GrEEn Day 2009: The one-day fun filled GrEEn Day Fair is designed to raise awareness about environmental issues within our communities and the impact individuals can have through implementation of small changes in their day-to-day life. The GrEEn Day 2009 Fair, scheduled to be held Sunday, October 18th, is expected to be the largest event of its kind to date, attracting scores of vendors, artists and performers all sharing the common goal of creating greater awareness about both local and global environmental issues. GrEEn Day Fair volunteers and vendors are needed and encouraged to contact the event director for more information.

Contact Info: Sue Jain, GrEEn Day Event Director
(908) 754-7749, suejain@gmail.com



Spotlight on...

Alexa Nelson Winner of GrEEn Day Challenge Logo Contest



Alexa Nelson of Warren was selected, by the GrEEn Day 2009 Joint Committee, as the winner of the first GrEEn Day Challenge logo design contest. Students, at the high school level, were asked to develop an official logo for the GrEEn Day 2009 Environmental and Energy Conservation Fair.

Alexa, who recently graduated from Watchung Hills Regional High School, heard about the contest through two classes at school. Both her computer graphics and environmental science teachers discussed the idea behind GrEEn Day 2009 and the contest. The purpose of holding GrEEn Day 2009 and creating the logo contest is to continue to raise awareness about environmental issues. Alexa's computer graphics teacher

Alexa has been involved in arts and crafts her entire life.

She has a fully stocked "art room" in her house, where she completes most of her works. Alexa has designed the main bulletin board at Central School in Warren every summer since 6th grade. In addition, Alexa has designed posters and logos for school events, community events, businesses, and sports teams. She took computer graphics classes all four years at Watchung Hills Regional High School. After completing computer graphics I, II, and III, Alexa decided to continue her graphic design education through independent study her junior and senior years.

"I wanted to enter it because I love doing anything art-related and enjoy computer graphics so this was an opportunity for me to be creative and come up with a design to present." – Alexa Nelson

encouraged every student to design a logo. He then took a few of the designs and submitted them.

"I wanted to enter it because I love doing anything art-related and enjoy computer graphics so this was an opportunity for me to be creative and come up with a design to present." – Alexa Nelson

The contest was to create a GrEEn Day logo that reflected this year's theme, Caring and Connecting Our Communities, One Footprint at a Time. The committee asked that the logo put across the message of raising awareness in addition to preservation of our environment.

"I came up with the idea for the GrEEn Day Logo by first researching "green" symbols. Because a leaf is an obvious icon, I combined it with a foot since the theme is "one footprint at a time". I thought that would be the feature of my design. I wanted to deliver the message in a straightforward but appealing way." – Alexa Nelson

Alexa Nelson's logo will be displayed on all materials related to GrEEn Day 2009, including bags, T-

Alexa will be attending Penn State in the fall. Although currently undecided about her future career, she is considering communication disorders and the graphic arts. However, Alexa knows that she will always be involved in some type of art form.

The GrEEn Day Committee would like to thank the following students for their submissions of art work:

Raul Aguilar, John Andres, Nicole Berman, Chris Busch, John Camp, Jimmy Chen, Steven Cheung, Jim Cusick, Dan Denis, Chris Farina, Evan Giordano, Lauren Goralnick, Scott Grossnicke, Alex Guaglianone, Cara Klein, Tarika Mahal, Jacqui Milara, Todd Miller, Ryan Oksenhorn, Laura Pavlo, Jason Riddell, Dominic Saccento, Dana Schwartz, Jonathan Sofo, and Stefan Totino.

GrEEn Day 2009 will be held Sunday, October 18th. The goal of this event is to elicit awareness about local and global environmental issues. It is a full-day fair and predicted to be the largest environmental awareness event to date. Many artists and performers

from Watchung Hills Regional High School, heard about the contest through two classes at school. Both her computer graphics and environmental science teachers discussed the idea behind GrEEen Day 2009 and the contest. The purpose of holding GrEEen Day 2009 and creating the logo contest is to continue to raise awareness about environmental issues. Alexa's computer graphics teacher

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Alexa Nelson's logo will be displayed on all materials related to GrEEen Day 2009, including bags, T-shirts, posters and advertisements. She won the chance to exhibit her own art work at the Watchung Art Center. And in addition to that she won a \$100.00 gift certificate from The Warren Showcase.

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GrEEen Day 2009 will be held Sunday, October 18th. The goal of this event is to elicit awareness about local and global environmental issues. It is a full-day fair and predicted to be the largest environmental awareness event to date. Many artists and performers will be scheduled as well as vendors displayed. If you would like to volunteer or are a vendor interested in GrEEen Day 2009 please contact Sue Jain, the GrEEen Day Event Director, at (908) 754-7749 or suejain@gmail.com.