

DEPARTMENT OF TRANSPORTATION

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HDOT'S TRASH FREE HAWAII CAMPAIGN WINS SILVER AT 2018 PELE AWARDS

HONOLULU – The Hawaii Department of Transportation (HDOT) Highways Division, Oahu District won two Silver Awards for its Trash Free Hawaii public service campaign at the 2018 Pele Awards. The Pele Awards are an annual advertising and design competition organized by the American Advertising Federation – Hawaii.

HDOT's Trash Free Hawaii campaign was launched with the goal of combating litter on Hawaii's roadways, beaches, and waterways and included two Public Service Announcements (PSAs)— "Bittersweet Symphony" and "Time Matters." The overall campaign won the Silver Award for Public Service Campaign, and "Bittersweet Symphony" won Silver in the Public Service Television Commercial category.

"Finding a positive way to address littering was a challenge. We wanted to make people aware of the devastating effects litter can have on our environment, especially our ocean and near shore waters," noted Hawaii Department of Transportation Director Jade Butay. "The PSAs do a great job of conveying the importance of keeping our island trash free without scolding or nagging."

The PSAs, produced by communications agency MVNP along with noted local director Jeremy Snell, aired on numerous Spectrum TV channels and at Consolidated Theatres, can be viewed on the Highways Division, Oahu District's storm water websites at www.stormwaterhawaii.com and www.trashfreehawaii.com

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About the Storm Water Management Program

The State of Hawaii Department of Transportation, Highways Division, Oahu District is responsible for the implementation of the Storm Water Management Program. This

initiative is undertaken to comply with the National Pollutant Discharge Elimination System (NPDES) Permit for the Oahu municipal separate storm sewer system (MS4). The Oahu MS4 qualifies as a large municipal separate storm sewer system since it services a population greater than 250,000 and is therefore subject to permitting requirements under the NPDES Program for storm water discharges. The program is designed to reduce, to the maximum extent practicable, the amount of storm water containing pollutants from entering and ultimately discharging from the DOT-HWYS MS4 into the streams, rivers and ocean that we all enjoy. For more information, visit <http://www.stormwaterhawaii.com/>

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