



### Cherokee County Student Contest Announcement

**Cherokee County Water and Sewer Authority is conducting a Company Slogan Contest that focuses on what CCWSA does as a company. The contest is open to all Cherokee County students 9-12 (including home school students).**

Slogans are used all over the world to help current and future customers identify quickly what the company does as well as embodying what the company values. For instance, is the company selling a product or a service? For some businesses, it could be both. At CCWSA we strive to deliver quality drinking water at an affordable price as well as treating wastewater to protect our environment. When designing a slogan, it is important to remember the following tips: 1. Keep it simple- Clearly articulate what we do. 2. Make it memorable- All catchy slogans grab your attention and force you to associate the brand with it. 3. Be honest- Don't make outlandish/unrealistic claims. 4. Be creative- A good imagination and a few words can be powerful.



All slogans must be original, it must be 7 words or less, and must give a clear idea of what we do. Entries must be e-mailed to [lori.forrester@ccwsa.com](mailto:lori.forrester@ccwsa.com) along with **student's name, school and grade.**

**Deadline for contest entry is December 22<sup>nd</sup>, 2017.**

The winning entry will receive a **\$50** prize.

If you have any questions about the contest contact Lori Forrester – Environmental Affairs Specialist – @ 770-479-1813 ext. 246 or [lori.forrester@ccwsa.com](mailto:lori.forrester@ccwsa.com).