



FOR IMMEDIATE RELEASE

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**NEW JERSEY HIGH SCHOOL STUDENTS INVITED
TO VIE FOR SCHOLARSHIPS IN SOCIAL MEDIA CONTEST
ON RARE WILDLIFE**

Conserve Wildlife Foundation's 2019 Species on the Edge 2.0 Contest Accepting Applications

Trenton, New Jersey – The nonprofit Conserve Wildlife Foundation of New Jersey (CWF) invites high school students from across the state to submit an original Facebook campaign showing the importance of rare wildlife protection in New Jersey.

Sponsored by the PSEG Foundation, the fifth annual "Species on the Edge 2.0" Social Media Contest gives high school students the chance to put their expertise with social media to work protecting wildlife, while showcasing their talent, creativity, and love of nature. The contest helps students develop experience in STEAM (Science, Technology, Engineering, Art and Mathematics) and project management skills.

Best of all, it's free to enter - and gives students the chance to win scholarships and other prizes, such as a day in the field with a wildlife biologist.

Prizes include:

- 1st prize: \$1,000 in scholarship money
- 2nd prize: \$500 in scholarship money
- 3rd prize: \$250 in scholarship money

Contest applications are due May 3, 2019. Each applicant's Facebook posts can run May 6-17, 2019.

"This generation of future conservation leaders has grown up with an innate understanding of technology and online communications – yet connections to the natural world are in some ways more challenging than ever for youths," says David Wheeler, Conserve Wildlife Foundation Executive Director. "This contest brings together their strengths with the opportunity to connect many of their peers – and people of all ages – with the wonderfully diverse natural world all around us here in New Jersey."

The contest addresses various Next Generation Science Standards, Common Core State Standards and New Jersey Core Curriculum Content Standards. For more information and contest application kit visit <http://www.conservewildlifenj.org/education/edge2.0>

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Conserve Wildlife Foundation of New Jersey (CWF) is the only statewide, non-profit organization focused solely on protecting at-risk wildlife. CWF utilizes science, technology, habitat restoration, education, communications, and volunteer stewardship to save imperiled wildlife from our state before they disappear forever. To learn more, visit <http://www.conservewildlifenj.org>.