

## BECAUSE OF YOUTH

Are you passionate about the environment? If you're between the ages of 15-24, live in MCE's service area (Contra Costa, Marin, Napa, Solano) and have taken an action (big or small) to make the environment a better place, join us in our Because of Youth campaign.

In honor of Earth Month this year, MCE wants to celebrate your actions, stories and leadership. By sharing your stories with us and the MCE community you will become an MCE [#BecauseOfYouth Champion!](#) Whether you lead an environmental club, or make up-cycled jewelry, your voice matters in the fight against climate change.

## Share Your Story, Further Your Cause

A Because of Youth story can be anything that connects you to the natural environment. Some may find an interest in volunteering in nature, while others look for ways to reduce their consumption and go zero waste.

No matter how you choose to engage with environmental activism, telling your story can encourage someone else. Sharing our stories helps others understand the importance of actions in the fight to protect our planet for future generations.

When choosing what to say, [ask yourself the following:](#)

- Why is environmental justice important to you?
- What does environmental justice look like in your community?
- What do you do to support green actions in your community?
- What advice would you give others who want to protect our environment?

# How to Participate

Help us tell your **#BecauseOfYouth** story through social media and become a **#BecauseOfYouth Champion**.

Submit a picture or 20 – 60 second video via direct message on MCE’s Instagram @mceCleanEnergy on one of the topics listed above. Make sure to include a descriptive caption and follow us to keep a lookout for your story!

Submissions will be accepted between April 1 and Earth Day, April 22. Follow MCE to see if your content is chosen to be shared.

If you see your content on our profile, consider resharing on your own to keep the momentum going. **#BecauseOfYouth Champions** who generate the most buzz on our Instagram during the month of April will be invited to be interviewed for a blog series to elevate your story or cause.

Participants will also receive a **certificate of recognition**.



**#WeAreMCE**  
**#BecauseOfYouth**  
**#NoPlanetB**  
**#EarthDay2021**



[mceCleanEnergy.org/BecauseofYouth](https://mceCleanEnergy.org/BecauseofYouth)

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