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Local Events

Augusta, Ga.



Yellow Pages creativity extends beyond the ads that promote local businesses.

Martin Epps recently won “Best of Show” in the 31st annual Agnes Markwalter Youth Art Competition in Augusta with his statue of a water bottle made entirely of recycled AT&T Real Yellow Pages directories. The contest, held in conjunction with National Youth Art Month, promoted a “Going Green” theme this year and included schools throughout the area.

“This was a great honor for Martin and another reminder of what can be done through recycling and thinking green,” said Carolyn Ward, area marketing manager.

Epps is a senior at Lucy C. Laney High School. Added his art teacher, Tiffany Weser Chrisman: “We have a small budget and limited resources for 3D projects, and the phone books are good material to work with. All of the pages are from old AT&T books because they’re the only ones I have. We are very excited about this opportunity with AT&T.”

The piece, titled “I’m Thirsty” may be used as the primary graphic element in a proposed AT&T Project ReDirectory recycling challenge proposed for Augusta schools later this year.

For more than 20 years across its regions, AT&T Advertising Solutions has promoted Project ReDirectory to collect outdated phone books and recycle them into insulation, animal bedding, paper products and other items.

Pictured is Epps and his winning entry.