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## FOR IMMEDIATE RELEASE

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## New DAWN Dish Soap Contest Encourages Minecraft Players to Build Creative Wildlife Worlds To Raise Awareness And Benefit International Bird Rescue Waterbird Care

**Fairfield, CA** – International Bird Rescue’s long-term partner, Dawn Dish Soap, has launched a Minecraft lovers contest where players can compete to design the most creative wildlife environment for a chance to win prizes worth up to \$30,000.

During this [#DawnSavesWildlife Challenge](#), for each Minecraft game submission, Dawn will donate \$5 to their California-based non-profit partners: International Bird Rescue and The Marine Mammal Center.

The focus of this initiative is to engage the younger generation with the hope that they will make caring for the environment and wildlife a priority in the years to come. Bird Rescue and Dawn Dish soap share a common goal to innovate, raise awareness, and protect the natural world and wildlife.



### Contest Details

- Open to all 18 years old and above.
- Starting September 20th and running through October 17th, Minecraft players will have the opportunity to post video clips on Twitter of their best wildlife environment using the hashtag #DawnSavesWildLife.
- Each week of the challenge, three [Alienware PCs](#) to the top three creators of the most inspiring wildlife clips.

- At the end of the campaign, [Oculus Rift Quest VR headsets](#) will be raffled off to participants.
- For each clip submitted, Dawn will donate \$5 to their non-profit partners the International Bird Rescue and The Marine Mammal Center.

Minecraft is a popular video game where users create three-dimensional worlds using digital blocks. With two main modes, Survival and Creative, the purpose of the game is simply to build and explore. As of 2020, there are 131 million Minecraft users world-wide. [See more about Minecraft](#)

Procter & Gamble's DAWN brand of dish soap has been used by Bird Rescue for more than 40 years to safely clean oil and other contaminants from bird's feathers. Read more about the partnership: <https://dawn-dish.com/en-us/dawn-saves-wildlife>



### **About International Bird Rescue**

Over the last fifty years Bird Rescue has rescued over 125,000 wild birds, responded to over 225 oil spill events including saving wildlife at the 1989 Exxon Valdez Oil Spill, helping manage the rehabilitation of 20,000 oiled penguins in South Africa, and rescuing oiled wildlife in the Gulf of Mexico during the 2010 Deepwater Horizon well blowout.

For more information, please visit: [www.BirdRescue.org](http://www.BirdRescue.org)

**International Bird Rescue**, 4369 Cordelia Road, Fairfield, CA 94534

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