

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

May 26, 2013

Gum company's journalism contest on litter nets winners in 2013

Wrigley, Sears Canada and the non-profit Environmental Defence run Canada's Next Green Journalist, an annual contest where youth create essays, films or photos about litter. 2013 spawned this crop of first-place finishers, with congratulations to: Canadian champs, Lovely Juson and Kristin Rodrigo (Toronto, ON), Spencer Woolf (Vaughan, ON), Nathanael Arney (Odessa, ON), Rajbalinder Ghatoura (Brampton, ON), Vinh Le (Toronto, ON), Kobikah Chandran (Toronto, ON) and Brandon Larocque (North Bay, ON). Find contest details at www.youngreporters.ca.

Winnipeg mayor in sticky situation after being caught littering his chewing gum

Marilynn Kullman, 31, saw Winnipeg mayor Sam Katz toss his chewed gum on the grass outside the Fort Rouge Leisure Centre parking lot and asked him to pick it up. Instead of admitting his error in littering, Katz brushed her off and said the gum was lint, which Kullman proved to be untrue later by having a city worker find the gum and discard it. Gordon Sinclair Jr., writing for Winnipeg Free Press, began to pursue the story. Kullman eventually received a hollow letter from Katz apologizing for his "moment of carelessness" but not fully owning up to his littering crime. Gum is one of the most prolific and problematic sources of litter. Perhaps we could have Mayor Katz stick a wad of it on his nose and keep it there for a day as an awareness builder.

The Bus Stand Bins of Bangalore

PHOTO, right, is the funky, urban can referred to in *Did You Know?* (See below.)



Launch of the Lebanese ashtray

Pictured left, an "Urbin" is affixed to building wall ready to receive cigarette butts and gum in Beirut. Designed by three grad students, the first Urbin launched this week outside Treesome in Gemmayzeh. www.urbin-beirut.com



Above, Edson of Asbury Building Services works as a full-time contract cleaner. He does a thorough job at this retail plaza in Toronto. Cigarette butts and coffee cups are his most frequent finds. Research shows that less littering occurs in areas that are kept clean.

HEADLINE LITTER GRABBERS (MAY 19 - 26)

Some of what made our News Reel this week litterpreventionprogram.com/news-reel.html

Was Filipino road to democracy litter-free? (20/5)

Despite a push by government and environmentalists for a litter-free election, "70 tons and counting" of signs, leaflets and refuse were cleared the day after last week's midterms, gmanetwork.com reports.

After a decade courtesy lion will roar no more (23/5)

Singapore Kindness Society mascot, Singa, the Courtesy Lion, has quit. Why? People today are too rude and angry.

No litter at Boronia protest over burger baron (22/5)

Protesting the opening of a second McDonald's Restaurant in their Australian town due to signs, noise and litter, about 50 locals made a point of leaving no litter behind them.

Greenpeace ad can't gain mainstream TV traction (21/5)

One million hits on YouTube, but Greenpeace can't secure TV free time in Australia for its video ad that links dead birds to the beverage industry, the group's latest weapon targeting marine litter and Coca-Cola's opposition to bottle deposits.

Plastic bags go 'pop' at Philly farmer's market (23/5)

A first for Philadelphia, Jefferson Farmer's Market has nixed the use of plastic bags. The market opened Thursday with a giveaway of 800 reusable bags and a plastic reduction plan.

DID YOU KNOW?

Bangalore, India is developing litter-free bus stands featuring bins and spittoons (bleached daily) made from waste materials such as paint, turpentine and oil drums. NS Ramakanth and his solid waste team are relentless educators connecting with passengers daily about creating garbage-free zones.