

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

March 2, 2014



DON CHERRY, SWEET!

LISTEN UP, DON'T LITTER, DON OF HOCKEY SAYS

Litter prevention had its Olympic golden moment

during the 2014 Winter Games in Sochi, Russia. Hockey's star megamouth, Canadian colour commentator Don Cherry, urged the worldwide viewing audience to use litterbins after praising Sochi's spotlessness. Cherry, we guess, would be chagrined to know that Kevin Dineen, coach of Canada's gold-medal-winning women's team, littered his gum after the final game. A CBC camera caught Dineen casually spitting his gum in his hand and tossing it aside before striding to centre ice to join the rest of the team for a photo.



GREAT LITTER COUNT UK

It's that time of year again. During the first two weeks of February, eagle-eyed volunteers traipse through Britain's streets, gutters and alleyways, roving hill and dale, tabulating and analyzing the year's volume and types of litter by logo. The top ten littered brands in 2011? See 'Did You Know?' below.

ROANOKE ROCKS!

Its attack on litter ready to spread across West Virginia, Roanoke is a poster jurisdiction for getting a message out. Public reporting, signs, warning letters, citations and fines reaped dividends these first six weeks: 56 offenders reported and two of them charged. The county is pushing for State permission to keep the fines for local litter fighting.



SIGN OUTSIDE ROANOKE'S ADMINISTRATION BUILDING.

GOOD GOING FOR GOOLONG!

Success is flowing from a campaign and partnership between Australia's EPA and the Barwon Region city of Goolong. Since December \$3.5 million in fines for littering have accrued in the coffer's can, 90 per cent of the total collected from smokers who litter their cigarettes after use. Failure to use ashtrays and butt buckets in Goolong will net a penalty of \$288 to \$577. Community reporting is largely credited for the surge in positive results.

HEADLINE LITTER GRABBERS (FEB 23-MAR 2)

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

Guyana's grand Mash tramp leaves its mark (2/25)

Mashramani Day Feb. 24 in Guyana, time to party down in Georgetown. Editorials the day after praised an incident-free occasion, but bemoaned the mass litter left behind. Newspapers slammed City Hall for lacking promotion and planning to discourage littering. "Cleanliness is next to godliness," the Guyana Times trumpeted. The city recently hiked vendor fees to help offset cleanup costs.

Jamaica, Queens apparently awash with "idiots" (2/25)

Councilman Ruben Wills calls littering "an epidemic" in his ward of Queens, NY. "We have a lot of people who are idiots," the dogged litter warrior told New York Daily News this week.

Parking lots not part of NJ's smoking ban plan (2/27)

New Jersey is contemplating banning smoking at its beaches and parks, but puffing in parking lots would still be allowed. We hope those lots will be outfitted with butt receptacles!

Two groups blamed for unacceptable littering (2/26)

Muslim pilgrims en route to Mount of Mercy in Arafat and charity cyclists in a Johannesburg Ride for Sight event were accused of littering in separately reported world news items.

New Tim Hortons' roll up contest: Look down

Our latest blog looks at coffee chains, contests and litter. www.litterpreventionprogram.com

DID YOU KNOW?

UK'S TOP LITTERING BRANDS IN 2011

McDonald's (13%), Cadbury (6), Greggs (6), Wrigley (5), Coca-Cola (5), Mars Inc. (5), Unbranded pizza, kebab, fish & chip boxes (5), Cigarettes: Marlboro-Philip Morris International (4), Lambert & Butler-Imperial Tobacco (3), Subway Restaurants (3)

Source: Great Litter Count UK