

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

November 2, 2014

Australia dedicates day to landing more butts in bins

DON'T STICK YOUR BUTT OUT THE CAR WINDOW!



PLEASE BUTT IT, THEN BIN IT.



National Butt FREE Day
Tuesday 28 October 2014

buttfree.org.au

Every year Australia holds a day to remind smokers not to litter their smoking products. These would include not only plastic filtered tips of cigarettes, but e-cigarette cartridges, plastic tips from flavored cigars, and packaging. National Butt Free Day 2014 was October 28. Could it not be global next year?

DID YOU KNOW?

Posters around Mexico City remind city dwellers that trash accounts for 50 per cent of flooding. The civil protection secretariat is tasked with trying to get people to separate and recycle trash and not litter – a monumental challenge. A government-backed, monthly barter market that exchanges recyclables for produce seems to be working. The "Mercado del Trueque" is in its third year.



Made of gum to collect gum

Recycling of edible plastic gums represents a revolution in the tackling of chewing gum litter in the UK and is the brainchild of Gumdrop Ltd. founder, Anna Bullus. A few weeks ago we told you about the Gum Ball, shown above. Made of recycled gum, it's a hard plastic, round receptacle and key chain ornament that stores chewed gum so it won't be littered. The gum-filled orb then goes into a larger pink container for pick up and conversion back to a useable material.

GUM MOVIE PREMIERES

Litterland founder Sheila White hopes jaws will wag over award-winning filmmaker Andrew Nisker's exposé of the chewing gum industry and littering culture, which debuts Sunday in Toronto. "The Dark Side of The Chew" premieres Nov. 9 at this weekend's 15th Annual Planet in Focus Film Festival. Showtime is 8:10 p.m., at Bloor Hot Docs Cinema, 506 Bloor West. Find ticket info at planetinfocus.org. White has a role in the film and will be at the screening.

HEADLINE LITTER GRABBERS (OCT 26 - NOV 2)

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

Student senators vote to control butt litter (10/30)

The Student Senate at Eastern Illinois University in Charleston has voted overwhelmingly to draft a cigarette butt littering law for campus.

Hospital rules include not littering (10/29)

Physician-owned and operated Mountain View Regional Hospital in Casper, WY takes pains to remind in writing that not littering and use of receptacles are among the roles and responsibilities of its patients and visitors.

Bridgend and Vale of Glamorgan foil ghouls (10/30)

Ahead of Halloween vandalism, some shops in two Welsh counties banned the sale of flour and eggs to under-16s.

Group dials up anger over Telstra commercial (10/30)

The call just grew louder for Telstra to quash its mobile phone ad in Australia showing a man littering the product packaging on a beach. Keep Queensland Beautiful spoke out this week and launched a petition to have the TV spot taken off the air. www.bit.ly/1sKuVQI

Fighting words from Indian literary luminary (10/31)

Indian author Chetan Bhagat is the latest national celebrity to endorse the Prime Minister's national Clean India campaign, saying littering is as bad as anti-nationalism.