

# THIS WEEK IN "LITTERLAND"

[www.litterpreventionprogram.com](http://www.litterpreventionprogram.com)

July 21, 2013

## REVERSE LITTER

Meet Cowtown GarbageBoy, made of litter by North Texas's Reverse Litter contest winner, Anita Katz Real, of Fort Worth, who won \$1,000 and a touring show. See story below.



All the elements we like to see in a program to prevent litter, *Litterland* is following up on the robust awareness efforts of six big Texan regions under the banner of Reverse Litter, which kicked off in May with Ten on Tuesdays, calling on people to pick up 10 pieces of litter every Tuesday, make art out of it and post it on Facebook. A fan vote chose four finalists, Katz Real, Vanessa Brown for *The Grate Owl*, Alison O'Meara for *Daphne*, and the Westcreek Elementary School fifth grade class for *Water Bottle Chihuly*. Congrats, all!

## CHUCKLE ALL THE WAY TO THE BIN

A *Litterland* innovation award goes to Glendale, California for its use of humorous signs to tickle the litterbug into submission. No hard data, but volunteers report the signs seem to make a difference. Grin-reaping reminders were posted at 17 sites throughout the Verdugo and San Rafael mountains, at the Glendale Sports Complex and Deukmejian Wilderness Park, where a sign says, "Smokers will be fed to the bears." Other sampler slogans: "Our deer don't smoke in your backyard. Please don't smoke in theirs." and "Do not throw cigarette butts on the ground, our squirrels are getting cancer." Credit to former councilman Rafi Manoukian and city workers, Marc Stirdivant and Emil Tatevosian, for this simply clever idea.



Photo, left, Mr. Bin (story at top)

## KEEPING NEWMAN, GEORGIA BEAUTIFUL ONE BUTT AT A TIME

The Keep America Beautiful affiliate in Newnan, GA debuted ashtrays, education and an all-out assault plan for tobacco litter this week.

## KEEPING IT CLEAN IN UAE

More companies sign on with CarBag™

We mentioned the United Arab Emirates Keep It Clean anti-litter campaign in Litterland #21. Here is a picture of the attractive CarBag™, a catchall for car litter that companies are buying into and providing in the Middle East. The latest sign-on is RSA Insurance, joining the likes of Avis (and soon, Hertz in Qatar) to support the drive to rid litter from the landscape. The bags are not designed to hold the worst form of litter – cigarette butts. KIC's Mr. Bin for beach litter does accept cigarettes.



## BIG STICK USED IN SWINDON'S GUM WAR

They want to come down even harder than an £80 fine on chewing gum spits and litterers in Swindon, UK. Councillor Derique Montaut has ordered a report, due September 26, on enforcing a gum litter ban in the town centre and involving gum producers in gum removal costs.

## HEADLINE LITTER GRABBERS (JULY 14 - 21)

Some of what made our News Reel this week  
[litterpreventionprogram.com/news-reel.html](http://litterpreventionprogram.com/news-reel.html)

### British beaches succumb to littering hordes (16/7)

A weekend invasion by hundreds of thousands of sun seekers left beaches in Bournemouth, Brighton and Hove struggling to cope with the level of litter, prompting 24-7 beach litter clean teams and calls for a shift to education and regular PA announcements.

### Fighting litter with stickers, WTF Sacramento? (15/7)

Water-soluble shaming stickers aim to educate slobbers in Sacramento. Activists plan to paste "WTF Sacramento?" (#WTFSac) biodegradable stickers on unsightly properties and will affix a positive "attaboy" label once the problem is rectified.

### Pontiff to WYD visitors in Brazil: Don't litter Rio (20/7)

The website for World Youth Day tells young pilgrims not to litter. The devotees risk being fined under the city's brand new law.

### Balloons a bust for wildlife and wilderness (20/7)

Wisconsin wardens warn that balloon releases harm marine life.

## DID YOU KNOW?

@Take3CleanBeach in Australia is on our Twitter scope, #Take3ForTheSea. The task for beachgoers is easy: Collect 3 pieces of beach litter and discard them correctly.