

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

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ACTING RESPONSIBLY



At left, yes, there is a themed drama camp all about not littering. Ingenious, from Berea, Kentucky, but do they take convicted football players? (See story right.)

Ace "footie" Ross McCormack fined for littering

Football star left empty Christmas toy boxes on road

He left cardboard and plastic beside a bin, and Leeds United striker Ross McCormack's foul cost him £1,000 in court. The wind carried his misplaced waste into the hedges next door. A *Litterland* red card to this 18-35er. Males in his age group are prone to littering. McCormack could be the poster boy for telling them it's wrong, and costly.



Dublin City's new outdoor ad is from agency DDFH&B, Dublin. Concept: by Peter Snodden and Roisin Keown.



BEIJING CRACKDOWN ON 车窗垃圾

In China the word is brand new to the dictionary. Pronounced chē chuāng lā jī, it means car window litter. But in Beijing it will soon sound more like trouble. The city is clamping down on littering from cars. The unyielding, steady shower of projectiles has caused a worker safety hazard. Beijing's Top 3 tossed items – in alphabetical order – banana skins, bottles and cigarette butts.

The Mixed Bag ... odds & sods and newsy bits

Justin Bieber, Canada's high-profile horker, er, singer, should avoid touring in Mumbai. A renewed crackdown on spitting is underway amid TB fears. "Most fines collected every day are either for littering and spitting," said a senior civic official - 70,000 a year in 2011, says Clean Up Mumbai. ♦ We're loving Leeds! Three months into a six-month trial the UK town is more than happy with its zero tolerance approach to litter and rapid dispensing of £75 fines using a mix of private and town enforcers. ♦ Members of the British House of Lords have been told that survey results reveal 75 per cent of them view roadside litter as a "serious problem". They gave second reading to Lord Marlesford's roadside litter bill.

HEADLINE LITTER GRABBERS (JULY 21-28)

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

'Dog poo guru' reviewing Torbay bin removals (25/7)

Cllr Derek Mills, the so-called "dog poo guru", will review Torbay's unpopular decision to remove 160 litter and dog waste bins, due to upper tier budget cuts of £10-million.

Beijing a litter "disaster zone" (25/7)

The Beijing government wants the public to post photos of littering from cars using its Sina Weibo account. A city report called China's capital a "disaster zone" for garbage.

Scottish littering 'epidemic' troubles top brass (22/7)

Jeremy Purvis, head of Clean Up Scotland, said a "litter epidemic" is his nation's "secret disgrace." Seven in ten surveyed had seen someone litter in the past three months.

Seagull-proof bag required in Helston, UK (22/7)

Helston's mayor has told residents to buy a reusable seagull-proof garbage sack from the town. Gulls rip open regular plastic trash bags and create litter in the streets.

Mississippi's happy reminders a sign of times (22/7)

A "passive anti-littering campaign" is getting the nod in Natchez. 'Smile, you're on camera,' trumpet the bold, strategically placed road signs. With video monitoring and tickets for littering mailed to the address that matches the licence plate of the offending vehicle, littering is down.

DID YOU KNOW?

The tiny island of Borneo has a national commitment to litter prevention. The 78th Litter Free Premises just signed on in Kota Kinabalu: Ararat Sports and Souvenirs' four outlets pledge tidiness and no plastic bag use three days a week.