

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com



@LitterNoMore

September 6, 2020



And the winner is ... can you spot it? At left are the six finalists for becoming Keep Bermuda Beautiful's new Adopt-A-Spot logo. A contest attracted 30 entries from amateur and professional designers. The pink lifebuoy by Anthony Buckley took the prize. The judges liked his use of the figured character already associated with Bermuda's keep clean initiatives.

[Big Tobacco sponsors cleanups](#)

Seventeen Canadian organizations will be running cleanups across the country this fall using funding from Unsmoke Canada, a campaign underwritten by Rothmans, Benson & Hedges in Canada. The funds are being administered by The Great Outdoors Fund, a US-based, private pool of dedicated corporate dollars "to assist public agencies and their non-profit partners in keeping the great outdoors healthy and open for the benefit and enjoyment of people of all ages, abilities and socio-economic backgrounds", according to the website.

[Charity backs 11 Scottish hubs](#)

Keep Scotland Beautiful has offered its support to 11 projects that will make litter picking tools easily and freely available to those who believe in making a positive difference. In the Village of Friockheim teen volunteer James Anderson, of Angus, is organizing one of two hubs that the Courier newspaper is co-sponsoring. He hopes lending out toolkits will boost participation rates.

HEADLINE LITTER GRABBERS (AUG 30 - SEP 6)

Some of what made our News Reel this week

Group works to show respect for hiking trails [\(9/2\)](#)

Trash Free Trails, a registered not for profit company in England and Wales, responded uniquely to COVID-19 by creating the Selfless Isolation Project, encouraging hikers and bikers to tidy trails and post their trail cleanup photos and stories online throughout the pandemic.

Litterbug says 'sorry' in letter to editor [\(9/2\)](#)

A Bennington man caught tossing banana peels into planters in anger on his early morning walk through a new pocket park on Main Street wrote an apology letter to the local newspaper, promising it won't happen again.

Northern Ireland grappling with masks [\(9/2\)](#)

arc21, the company managing waste for six NI councils has warned that the overuse of one-time-use face masks could undo gains made in reducing plastic use. It's asking the public to switch to reusable, cloth masks.

Scottish Highlands spoiled by boorish 'Vikings' [\(9/3\)](#)

Likened to Vikings of old by one local farmer, campers coming out of coronavirus lockdowns have plundered the great outdoors in Durness, Scotland. The term "dirty camping" has sprung into use to describe what locals experienced after hordes of tourists arrived at the beauty spot with their tents: littering, human waste and fires left in the fields and on the beaches drew residents' ire.

[The stars come out in Texas](#)

Don't Mess With Texas® has enlisted a slate of Texas celebrities to broadcast the urgent need to stop littering PPE and everything else. Matthew McConaghey, Eva Longoria and George Strait will record PSAs about putting gloves, masks and wipes in bins while notables like Mark Cuban, Marsai Martin, Ally Brooke and Brittany Broski will be spreading the word on their Instagram feeds.

DID YOU KNOW?

The [Great British September Clean](#) will be proceeding September 11 to 27. COVID-19 forced postponement of the event from springtime until the fall. A recent Scottish survey found that almost one-third of people believe littering has grown worse in their area since COVID-19.