

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

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PHOTO: GLORIA CARISSA

Above, on campus, at York University, Toronto. A challenge to the bright lights of academia - be the first to achieve zero littering and zero waste.

NIPPING LITTER IN THE BUD

With spring emerges a crop of lively litter-fighting campaigns. Texas rolled out 300 giant red, white and blue bins statewide and reignited its iconic, long-running *Don't Mess With Texas* effort. In Fort Worth, the city launched *Ten on Tuesday*. Citizens pledge to pick up ten items of litter every Tuesday, make art out of it and gather votes in an online contest. Top prize? A cool grand. In Roxy Downs, Australia the town invited journalists to meet and brainstorm on solving newspaper litter. In Maine, three neighbourhood groups "make it their doo-ty" to host an annual *April Stools* parks cleanup every year. Yesterday's event was their twentieth annual and covered 11 key areas.

"My father told me to always carry a litter bag in his car. 'It doesn't take up too much room and when it gets full you can just toss it out the window.'" Steve Martin, Comedian



★ **NEW in Kuala Lumpur: free bins for cars to curtail the littering by driver/passengers.**

DID YOU KNOW?

Casually flicking a cigarette butt to dispose of it is a crime. Littering is against the law. Toxic cigarette filters are the most littered item in the world, five trillion a year, in waterways, beaches and everywhere else. Smokers create more than one-third of all small litter. The filters are made of plastic and need to go in a bin or ashtray. They are not organic.

HEADLINE LITTER GRABBERS (MAR. 28 - APR. 7)

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

Edmonton starts fining butt flickers [4/4]

Alberta's capital city has officers patrolling and handing out \$250 tickets to people caught littering cigarette butts.

New Jersey town may ban smoking [4/4]

This week Hamilton, NJ came 'CLEEN', the acronym for comprehensive litter education and enforcement now, with locals and police in partnership. South Bergen, NJ is currently considering a ban on smoking in its parks.

Litter free election in Philippines? [3/4]

Three government agencies signed a decree this week to work together towards a litter-and-garbage-free election.

Singapore cameras are working well [4/4]

Eyes in the sky have drastically curbed Singapore's high-rise littering problem, reducing occurrences to zero in 60 per cent of problem locations and to one or two in the remainder.

An ounce of litter prevention is worth a ton in Iowa [4/4]

Not only saving on the state's \$30 million clean up budget, Iowa residents see good value in the state's litter and dumping education and awareness thrust, a survey this week revealed.

Cardiff clampdown and a' twitter over litter [6/4]

Issuing £1000 in fines in one day, the Welsh town of Cardiff is out to cyber-shame litterers by tweeting photos of them.