

MIDWEEK IN "LITTERLAND"

www.litterpreventionprogram.com

April 22, 2015

Litter and Glitter in Toronto



PHOTO:
Graham Rempe

L-R, Toronto Councillor Joe Cressy, *Litterland* founder Sheila White and volunteer Mark Stephenson at the after-party at Splendido for Litter and Glitter, a model, marquee cleanup event in Harbord Village, Toronto.

The 25TH anniversary of Earth Day in Canada, but where was the grand splash and fanfare leading up to the big day? Media missed a golden ripe opportunity to focus on the litter problem and on simple actions that can help solve it. In *Litterland*, Earth Day is front-page news as it should be.

Your Earth Day 'Extra'



WORLD NEWS IN A WARMED-OVER BASKET

We've been stockpiling hot stories again

Canadians lifting their butts off the ground May 2

Butt Blitz on Sat., May 2 is Canada's first-ever national cigarette butt collection drive. Hoping to light up a wave of volunteers to help, Toronto-based group, A Greener Future, is recruiting for participants at www.agreenerfuture.ca.

Chinese scale down mountains to remove litter

In China workers go above and beyond to rescue litter that tourists throw down the mountains. The UK Daily Mail ran a photo spread recently of cleanup crews dangling from ropes and abseiling 4,500-feet to rescue wrappers and make every sightseeing scene pristine on the cliffs of Mount Tianmen.

Michigan milestone marked with litter cleanup

Happy 25 years to Michigan DOT's Adopt-A-Highway, over which time volunteers have given \$100 million in services.

Scotland's camera sense causing a stir

Talk about a sharp focus, Scotland intends to intensify its use of CCTV cameras to stymie litterers. Cringing right-to-privacy types promise to fight it, but the national government is gung-ho. Zero Waste Scotland has tendered for a system of image detection cameras that will spy and snap litter as it is thrown. Explains David Barnes, the agency's litter and fly-tipping manager: "We are trying to put Scotland at the forefront of litter prevention." He says photo data will guide the creation of effective fixes to share with the rest of the world.

Clean Ghana!

Entrepreneur Elijah Mensah, 29, founded Help Change Ghana to clean up his African homeland and has spawned the sprouts of a litter prevention movement there. His core group of dedicated youth has begun the mammoth task of undoing the nation's littering habits one person at a time. Having invested \$5,000 and countless hours personally, Mensah is now trying to unlock some third-party sponsorship dollars to advance the work of the Youth Litter Prevention Program, which recently hosted a symposium at University of Ghana, has conducted field trips, communications and community engagement projects under the banner, "Stop the Drop, because you can." Give the man a hand!

www.helpchangeghana.org

Calendar Note for Earth Day Night

Watch the World Television Premiere
"Dark Side Of The Chew"

Directed by: Andrew Nisker

Wed., April 22, 2015

9 pm on TVO www.tvo.org