**Press Release**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**SURVEY ON LITTERING DUMPED ON PARTY LEADERS**

TORONTO (May 14, 2014) - The oft-ignored and unlawful societal wart called ‘littering’ is the subject of a provincial survey of Ontario’s four political party leaders this election.

Litter Prevention Program, of Toronto, sent out its 10-question survey today to Kathleen Wynne (LIB), Tim Hudak (PC), Andrea Horwath (NDP) and Mike Schreiner (GRN).

The survey for leaders and political candidates is viewable online at [www.litterpreventionprogram.com](http://www.litterpreventionprogram.com) . ( Prevent Litter / 2014 Election Survey ). A special, independent [link](https://www.surveymonkey.com/s/S66FG78) was created for members of the general public. They can fill out their answers and, later, compare them with the opinions of the leaders.

Sheila White, survey designer and president of WORDS Media & Communications Inc, founded and champions a litter awareness program whose aim is to lower the overall rate of littering.

“Lasting solutions to littering require leadership. Our survey is a test of true leadership,” said White, a global litter researcher.

The leaders have until June 4to respond. Results will be published in White’s weekly, *This Week In “Litterland”*, on June 8, 2014 and reported in her group’s second annual progress report in November.

Election Day is June 12.

-30-

Media contact: Sheila White, 416-321-0633