

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

February 10, 2013



Downtown Toronto merchants making Yonge a REALLY neat street

These shiny, silver fixtures are a new and welcome site on Toronto's prestigious thoroughfare, and the world's longest, Yonge Street.

Thanks to the Downtown Yonge BIA, ashtrays are being provided at eye level where they can be easily seen and used for cigarette butts.

In this Business Improvement Area, operations manager Randy Sidhu, pictured in the photo below, runs a dedicated green team, which services the ashtrays and performs many other tasks related to a clean downtown. Butts in the bin make for a really neat street.

There's a hidden advantage to smokers who use the ashtrays. Their butts go into a recycling program and the smoker helps the BIA raise money for charity through Ontario upcycling company, TerraCycle.



HEADLINE LITTER GRABBERS (FEB. 3 - 10)

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

'NoMore Trash' can contest opens in Missouri

We like that the State promotes litter prevention with contests and incentives. This builds awareness.

More than 1000 American colleges and universities have smoke-free campuses

It's not just because of health, our places of higher learning also ban tobacco because of the litter.

Tobacco industry boasts of its success in reducing cigarette litter with KAB Keep Beautiful programs

The City of Hamilton is Ontario's only Keep America Beautiful international affiliate. The city is working on its Clean & Green City plan for controlling litter, especially cigarette butts, and is looking to impress in 2013.

Australia setting litter goals for 2016 + £1.5 million bailout for Salvation Army to clear public dumping

It is refreshing to see large governments involved in the litter puzzle, adding influence and funding to solve this perplexing problem. First, it is setting expectations and measuring results. Very good! Second, helping a charity clean up the mess people dump on its property, useless and broken items that can't be salvaged or resold, and promising to crack down on people who dump and litter.

DID YOU KNOW?

You can get 10 cents off the price of a Tim Hortons coffee in Canada if you bring your own cup. If you use a waxed paper cup, give it back to Tims. The company recycles it into useful stuff. Takeaway cups thrown on the ground are litter. Littering is against the law.