

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

April 5, 2015

Sending a message via chain litter



To be unveiled in Cornwall April 11, this 500-meter chain is made from 40,000+ plastic bottle caps that volunteers found on local beaches. It will head to London in late May as part of the Rame Peninsula Beach Care's joint push for political action.

Marine litter road show in Isle of Man

A nifty marine litter road show draws Mann youth 4 to 18 into thinking about the impact of wayward plastic carrier bags with a contest. Sponsor Manx Wildlife Trust is on the hunt for a logo design to accompany its slogan, 'Wave Goodbye to Waste'. The winning entry will be emblazoned on cloth bags for sale at the Trust's shop. Three top entrants will receive £50. Making weeklong stops at ten locations, the educational tour runs until August 4. www.manxwt.org.uk

Peering into Keep Britain Tidy's crystal ball

Nonprofit Keep Britain Tidy, 61 years young, has unveiled its strategy for reducing litter, improving local places and preventing waste from 2015-2020. www.keepbritaintidy.org

DID YOU KNOW?

Singapore's founding father Lee Kuan Yew, who died at age 91 on March 23, is hailed in part for his inspirational stand against littering, with one citizen calling on smokers and others in an open letter to refrain from littering in the late PM's memory.



A sign littering is wrong in any language

No matter where the beach, littering is wrong. The above photo from Brunei Times illustrates there's a wrong way and a right way to dispose of waste.

Toronto mayor has gloves on, ready to work

New mayor John Tory was seen to be making all the right moves in advance of Toronto's clean up events April 18 and 19. This week the mayor demonstrated his litter-picking techniques at a media conference.

HEADLINE LITTER GRABBERS (MAR 29 - APR 5)

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

Ben & Jerry's back Take The Pledge on NSW beach [3/30]

Volunteers scoured Coogee Beach in Randwick, AU. In one hour, 41 of them amassed 3382 items including 1770 cigarette butts and 280 beverage containers. As well, they had 400 beachgoers sign "Take The Pledge" to never litter.

Powerful pledge in works at www.cleancornwall.org [4/3]

Members of Cornwall Chamber of Commerce will pony up £100 a piece to promote a new, united message with Clean Cornwall, 'Don't drop your litter in our beautiful county'.

Cambodia to share new litter tax with cities [4/2]

Each year a tax increase on smokes, alcohol and second hand electronics across Cambodia will raise \$5million to be divided among 26 cities to use for litter cleanup. A crackdown on factory premises is coming too, the government has warned.

Litter wardens under attack in BVI [4/3]

Education and Culture Minister Myron Walwyn told parliament that some of British Virgin Island's 56 litter wardens recently "ran for their lives" to escape threats and hostility from litterers who resented being ticketed. Still, such job risks do not deter people from applying to be litter wardens, he said.