

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

April 19, 2015

McDonald's asked to stop giving away balloons

Scottish green group Dunna Chuck Bruck blew life into the argument that balloons should not be given away at fast food outlets. After finding four McDonald's promotional balloons since January on Shetland shores 160 km away from the nearest franchise, the group has asked the takeaway meal giant to stop distributing balloons with its "happy meal."

Beach Patrol Australia downs industry claim

Our friends at Beach Patrol Australia have a sharp, new rebuttal to beverage industry claims that consumers can't afford a deposit-return system for bottles and cans. Pushing for the advent of a ten-cent deposit in a national Cash For Containers (CFC) scheme of reverse vending machines, the group measured the amount of beverage remaining in littered bottles. They showed that consumers wasted far more than ten cents in bottled, littered liquid. Based on the average cost of AU\$3 per bottle, the remains left in these littered bottles ranged from 30 cents to \$1.20. "Many of the bottles we find are still partially full. If 10 cents was so critical to people then they would consume all the drink," BPA says. The group waves off assertions by Coca-Cola and others that CFC will increase the cost of living, stating these beverages are not essentials in a family's food basket budget.

TORONTO BY THE NUMBERS

Volunteers were out in full force for Clean Toronto Together, the city's couldn't-come-soon-enough, annual spring cleanup. Small armies tackled streets and parks in a revitalized effort that saw a return in 2015 to the practice of the city providing crews and trucks to cart away collected trash and recyclables. At close of registration, these were the official participation numbers:

Corporate clean-ups:

153 businesses and 4,049 employees

School clean-ups:

469 schools and 149,808 students

Community clean-ups:

290 events and 7,298 participants

City of Toronto population (2012): 2,791,140

DID YOU KNOW?

Findings from a major new social attitudes study from Zero Waste Scotland could help design programs to prevent litter from being dropped in the first place. The Scottish want rubbish close to their homes cleared promptly, but they will excuse littering if the act is accidental or nearby bins are full. While upset by littering on their street, 60% said they had dropped small bits of litter despite telling themselves they wouldn't.



HEADLINE LITTER GRABBERS (APR 12 - 19)

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

Air traveler grounded for skipping litter charge (4/17)

A man learned the hard way that you can't walk away from a littering charge in the Philippines, let alone fly. He was detained at Manila airport by Immigration and had to miss his flight to Singapore for ignoring a littering charge two years ago. Authorities now report up the chain those litterers who skip court dates and do not pay the penalty.

Country Living magazine has had enough (4/17)

A blistering editorial calling Britain "a flyblown nation that has lost its self-respect" was the launch for Country Living Magazine's campaign and five-point plan to make littering in the UK as "uncool" as smoking and drinking.

Marathon runner picks up, but not his pace (4/14)

A Hullavington, UK senior runner training for an upcoming race is asking his fellow townsfolk not to litter. He cannot pass litter without picking it up and it slows his times.

Chewing gum movie's TV premiere on Earth Day (4/16)

Set your PVRs on TVO for 9 pm EST on Wed., April 22 to catch the first television screening of "Dark Side Of The Chew". *Litterland* publisher Sheila White has a role in this lively documentary by Toronto filmmaker Andrew Nisker.

Litterland to publish on Earth Day

Watch for a special mid-week edition on Wednesday.