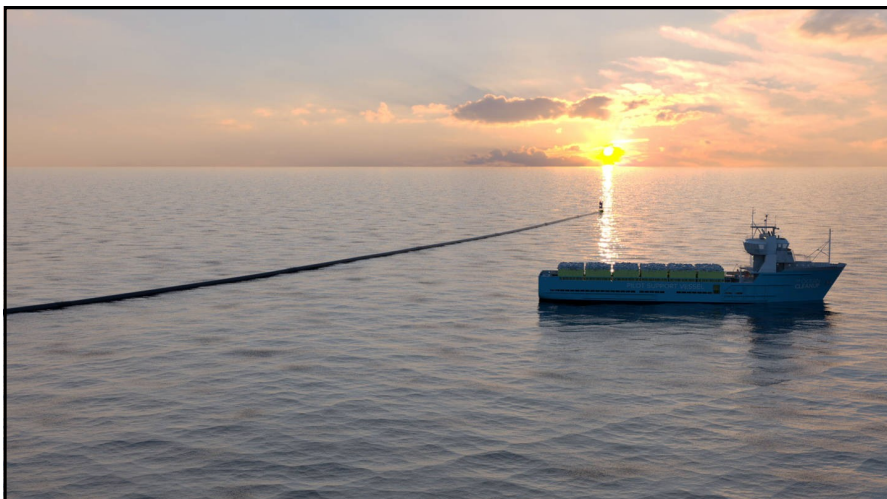


THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

September 16, 2018



[Historic boom launch in USA](#)

Rotterdam-based group, [The Ocean Cleanup](#), launched a \$20-million litter trap from San Francisco Bay last Saturday (Sept. 8) for a two-week test before heading 1,400 miles further into the Pacific Ocean to troll for plastic. The 2,000-foot-long contraption could retrieve 150,000 pounds in its first year. It is destined to haul out some of the 87,000 tonnes of plastic among the 1.3 trillion items of waste circulating in an ocean gyre between California and Hawaii. PHOTO CREDIT: THE OCEAN CLEANUP

[Plan aims to be convenient](#)

Keep America Beautiful (KAB) and Philip Morris USA just wrapped up a promotion for convenience stores in Virginia that delivered them free litter stands for cigarette butts on request. All the owners had to do was send an email giving their name, address and planned placement of the stand. As well they promise to maintain the containers. Each stand is calculated to reduce tobacco litter waste by nine percent. In 2017 KAB and the National Association of Convenience Stores produced a [guide](#) for controlling litter around stores and gas stations.

[Everyone could use his coaching](#)

De Montfort University sports coach Martyn Ware from Leicester, UK has coaching advice for all of us. The DMU Futsal coach gained local notice as co-founder of "[Pick NStroll](#)", a program he preaches to the athletes on his team and the neighbours on his street. Leading by example with his partner and fellow litter combatant Hanan Younis he set up a Facebook page to recruit eager cleaners, starting with yesterday's World Cleanup Day.

DID YOU KNOW?

Professor and geologist Dan Parsons says we may be at the dawn of the Plastic Age due to accumulation of waste on Earth. [He speculates](#) that plastic will mineralise into the rock surface and leave an indelible trace on the planet, adding a new layer on the Earth's crust.

HEADLINE LITTER GRABBERS (SEP 9 - 16)

Some of what made our News Reel this week

Council leaders want a litterless Cornwall [\(9/12\)](#)

Cornwall UK will focus on a litterless campaign aiming to make littering as socially unacceptable as impaired driving. Council leaders have asked residents to sign a [pledge](#) and help with beach cleanups, tongs provided.

Pittsburgh holds a Garbage Olympics [\(9/13\)](#)

Pickers are invited to turn in gold medal performances at the second annual Garbage Olympics in Pittsburgh on September 22. Teams will compete to pick up the most litter, then will relax at an after party and awards ceremony. Last year's event hauled in 1,500 pounds.

Maybe the devil made them do it [\(9/14\)](#)

The Satanic Temple Indiana Chapter is part of the state's Adopt A Highway program in rural Zionsville, upsetting some residents there. They fear highway signs naming the group as a sponsor will lower property values and spook buyers. But state officials say the sign will stay provided the group completes its four obligatory litter cleanups a year along its stretch of roadway.

Jamaicans called upon to adopt a beach [\(9/14\)](#)

'No Trash Left Behind' lends helping hands to keep Jamaican beaches clean. After International Coastal Cleanup Day on Saturday, the island's environmental agency wants to harness the energy of volunteers for regular monthly and quarterly cleanups.

Bath, UK's private enforcement plan stalled [\(9/14\)](#)

A plan to have private company Kingdom take over litter enforcement in Bath and North East Somerset for one year is on hold until a watchdog panel takes a look at it.