

# THIS WEEK IN "LITTERLAND"

[litterpreventionprogram.com](http://litterpreventionprogram.com)



@LitterNoMore

December 13, 2020

## [Gender reveal party no tribute to the baby](#)

Blue confetti from cannons, smoke bombs and dye from helicopters pelted Haulover Beach in South Florida a week ago, peeving locals who are constantly cleaning the beach. The no-permit, beachside, gender reveal party ruffled ecological feathers sufficiently to prompt a complaint to the Florida resources ministry from the non-profit group Miami Waterkeeper. Its executive director/ecologist, Dr. Rachel Silverstein, said she was certain the parents-to-be didn't set out to cause environmental damage, but she said people should think about how their actions affect the greater community and the environment.

## [Our world is not an ashtray, says tobacco company](#)

A big tobacco company wants it known that the world is not an ashtray. Pointing to a target announced in 2019 to achieve a 50 percent reduction of the plastic litter from its products by 2025 (versus a 2021 baseline), Philip Morris International says it "aims to raise awareness and drive change in behavior and attitudes around cigarette butt littering and, ultimately, make cigarette butt littering a thing of the past." The company launched [WorldNoAshtray.com](http://WorldNoAshtray.com), describing it as a "global initiative."



## [Forest hit by Turkish turkeys](#)

An obvious question: What's wrong with this picture? Native Turks in droves, seeking refuge from their pandemic fatigue trek to the mountains for picnics and adventures in natural wilderness settings like the forest in Bolu, Turkey. The above photo taken November 30 is what they left behind.

## DID YOU KNOW?

It's up and down in Ireland right now. While cigarette butt littering is down, possibly due to pub and office closures, mask littering is up. COVID-19 is blamed for setting up the worst situation in a decade. There are fewer organized and town cleanups and a decline in volunteers taking part, possibly putting the nation's tidy reputation at risk, officials fear.

## Sign put eyes on litter

PLEASE CARE



DO NOT LITTER

[www.litterpreventionprogram.com](http://www.litterpreventionprogram.com)

A community in the Scarborough area of Toronto has teamed up with us to test our new lawn signs, designed to deter littering by giving people the feeling that they are being watched.

## HEADLINE LITTER GRABBERS (DEC 6 - 13)

Some of what made our News Reel this week

### **EU multi-funded program gets bags in cars** [\(12/7\)](#)

"Keesk Bsayartk" means 'litterbag is in your car'. It's the latest try from Jordan to prevent littering and reduce road accidents. The governorates of Mafrak, Irbid and Madaba will distribute reusable litter bags backed by a Facebook campaign, billboards and TV displays at Driver and Vehicle Licensing Department waiting areas.

### **'Spidermen' hauling less from Chinese cliffs** [\(12/7\)](#)

From China's touristy Tianmen Mountain, a team led by Yang Feiyue performs like daredevils in the name of litter. Formed in 2010 to rescue plastic and fast food trash people had tossed over the scenic cliff, the media-dubbed "Spidermen" awe with their scaling heroics using ropes and pulleys. They hauled up two tonnes this year compared to five tonnes a decade ago.

### **He's got a thing about the number 22** [\(12/6\)](#)

A man who dropped 22 cigarette butts on the road in Kaohsiung City, Taiwan during 100 minutes of chain-smoking unaware he was being filmed, received 22 tickets in the mail, one for each butt. He's appealing.

### **"Intimidating" shopping route addressed** [\(12/10\)](#)

The British estate of Runcorn is receiving a £75,000 injection from Onward Homes to spruce up a route that's so badly littered it scares people. The call is out now for civic minds to help decide the best investments for the environmental improvement plan being drafted.