

# MID-WEEK IN "LITTERLAND"

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

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## Editor's Litter Lament: Too Much News!

For all you litter pickers out there, pity the poor editor who must pick and choose what to publish each week from the mound of stories heaping up around litter. There's too much news. It's all bundled into a carryover file that never gets carried over! This week we unpack a few stored tidbits from the *Litterland* suitcase for our first occasional extra, *Mid-week in "Litterland"*, this one to mark Waste Reduction Week.



At left, pavement markings such as these from Laser Cutting Services, UK, serve as crucial, ever-present reminders.

## PICK OF THE LITTER

*Our raves and faves of the day!*

[litterpreventionprogram.com/news-reel.html](http://litterpreventionprogram.com/news-reel.html)

**BBC programme picks up on litterers** The Lancashire Evening Post, in tandem with Preston Council, began in March publishing one story a month and a photo of someone spied littering by closed circuit cameras. It was picked up for a segment on BBC TV's the One Show, which aired on Oct. 14. **Taylor's 'swift' to reject litterers** Taylor Swift says she doesn't even want to know you if you litter. The mega hit-making singer took to social media last spring to make her feelings about littering known.

**Celebrities, say something!** Speaking of Hollywood, film titan Jackie Chan carries the litter prevention message into his movies to teach kids. He doesn't tolerate littering on or off screen. Only a handful of name artists attach themselves to this cause. More could, especially in the Age of Twitter. **The biggest, little-known contest for youth** has the potential to grow to be huge in Canada, population 35 million. Canada's Next Green Journalist attracted a slim 100 entries last year. Considering the international trip and other prizes available, we figure few know about the Wrigley/Sears Canada 2014 competition for photos, videos and essays about litter. At current levels, the odds of winning are incredibly good. For ages 11-21, this contest closes March 7, 2014. Details are found at: [www.youngreporters.ca](http://www.youngreporters.ca)

## I AM THE EGG MAN



Scottish grant recipient Stephen Turner, 58, is living in this cool, floating egg traveling the river raising eco-awareness. He built the sustainable craft (above) to be his base for a fully financed £140,000 project promoting clean, green living until July 2014. A 24/7 webcam records it all. Too bad about the 144 plastic "egglets" Turner plans to send downstream with educational messages in them, hoping they will be found. He means well, but that action, ironically, is littering.

### ZIMBABWEAN CITY ON THE SPOT

*Cash-strapped Masvingo, Zimbabwe has reintroduced a \$20 on-the-spot fine for littering, which was suspended in 2008's hyper-inflationary period. "Be it throwing banana peels, or a receipt from the ATM, we will be penalizing that," said housing director Zvapano Munganasa. Residents are peeved about it, saying the problem lies with the town's spotty garbage collection.*

### LOVE LETTER FROM A UK COUNCIL

*Bishop Waltham's Parish Council will write to merchants about cleaning up cigarette butts outside their premises.*

### BYE-BYE BEACH LITTER?

*To stop the littering of Hampton Beach, NH, a three-tier fine structure is being drafted. Littering is Tier 1, \$25 to \$50.*