

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

May 5, 2013

Winnipeg swatting litterbugs?

Awareness about litter is about to increase on the streets of Winnipeg. The Winnipeg Free Press reports city council will vote Monday on a new sliding scale of fees - \$100 for gum, a cigarette butt or spit, with a \$50 early payment option. Geared to make the worst violators pay more, the top fine being suggested is \$4,000 for dumping.

Irish gum litter down

Ireland's Gum Litter Task Force can rightfully claim to be the world's most successful campaign against littering chewing gum. A 28 per cent reduction in gum litter in 2012 spurred a renewed financial commitment to keep "Bin It Your Way" going for three more years until 2015 in a government, industry and civic partnership. Attitudes shifted: 92 per cent of people now regard gum as litter, according to a nationwide survey. Website: gumlittertaskforce.ie/bin-it

YOUTH INSPIRED



Above, (front) is Noel Hamil, 13, and friends. He formed Buttheads to remove butts (inset) in Rome, Georgia. Jacob Laframboise, also 13, is spearheading a drive for ashtrays in downtown Kingston, Ontario.



HEADLINE LITTER GRABBERS (APR. 28 - MAY 5)

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

Coca-Cola pens sweet deal with Chicago (2/5)

Chicago and Coca-Cola sealed a 5-year pact that has the beverage behemoth paying \$2.59-million to purchase 50,000 city street recycling carts. Bin lids will bear icons featuring Coke-branded products instead of standard generic drawings.

Keep that can in hand in Copacabana (1/5)

Fighting its Trip Advisor ranking as the world's dirtiest city, Rio de Janeiro just passed a tough, new law to curtail littering in public spaces. Come July in Rio Centro tossing a can of soda's going to cost you a steep R\$157. People with unpaid fines will be barred from borrowing money or receiving credit.

Orange sweep the 'Order' in Northern Ireland (1/5)

The Order of Orange has sounded a call aiming to enlist its members in Northern Ireland's attack on litter from March to end-May. In a statement Grand Master Edward Stevenson called on Orangemen and women to "answer the call to go green and, through their actions, improve the environment."

Homeless people hired to rein in roadside litter (30/4)

A \$362,000 government-led investment got to work hiring crews of homeless people from Bakersfield Homeless Shelter to remove litter from the sides and ramps of the city freeways year round beginning Friday.



Campaign images

DID YOU KNOW?

In Singapore, where there are 70,000 cleaners employed and chewing gum and public smoking are not allowed in the downtown, at least 10 Members of Parliament have begun litter-picking sessions for their residents as part of the Keep Singapore Clean Movement.