

# THIS WEEK IN "LITTERLAND"

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

March 3, 2013

## LESSONS TO BE LEARNED

In other parts of the world imaginative campaigns and consistent messaging are two keys to reducing the amount of waste people let fly. Ontario has a different approach. Pictured at right, UK keeps litter in the conversation. Below, Ontario relies on snow to cover up the problem and states that a study of litter is not in the public interest.

June 24, 2013 is National No Litter Day in UK.



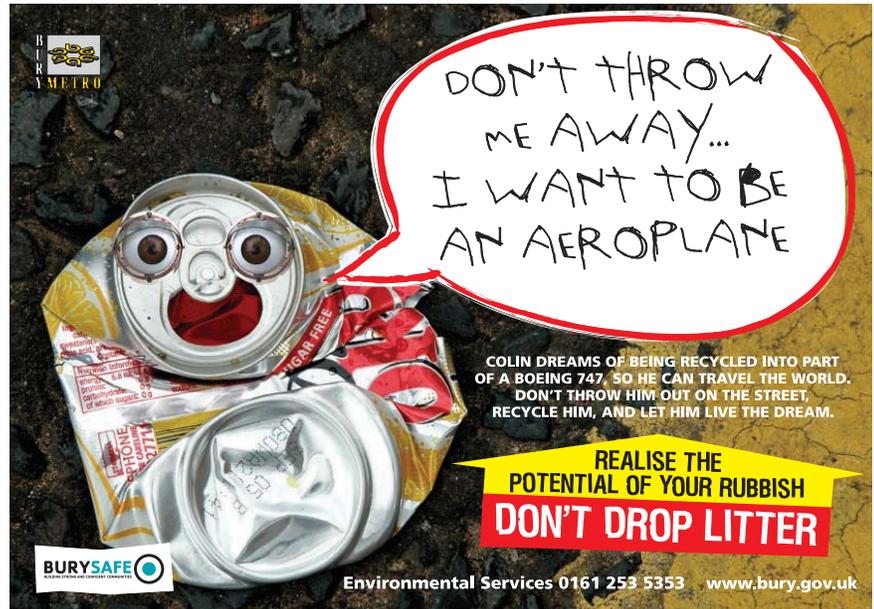
## Hollywood gets in on the act

A celebrity break-up wouldn't normally make news in *Litterland*. But the split between "Midnight in Paris" co-stars, Rachel McAdams and Michael Sheen fits right in our basket. Sheen, a Welshman living in LA, is celebrity ambassador for Keep Wales Tidy and appears in litter prevention campaign ads back home. "Mean Girls" McAdams is a St. Thomas, Ontario native who studied theatre at York University in Toronto.

**CORRECTION:** The US National Study on Roadside Litter was released in 2009. The year was misstated in last week's edition. *Litterland* regrets the error.

## DID YOU KNOW?

**House of Cards**, the political thriller on NetFlix, features Kevin Spacey's character holding a compostable coffee cup in a scene. Coffee chains are a long way from achieving zero waste with their coffee cups and lids. If you take your coffee with you, keep it with you. Thanks!



## HEADLINE LITTER GRABBERS (FEB. 24 - MAR. 3)

Some of what made our News Reel this week  
[litterpreventionprogram.com/news-reel.html](http://litterpreventionprogram.com/news-reel.html)

### Mount Fuji climbing fee to be introduced [25/2]

A litter deposit is already charged at Mount Everest. Artists there made sculptures from litter dumped by climbers in 2012 to raise awareness about a fee that deserves to 'climb'.

### Demand from top for 'culture shift' over littering [26/2]

Trinidad and Tobago's 130 newly minted litter wardens received a blast from their government Minister for not reading the manual that comes with the \$5,000 a month job.

### Ireland sticking to gum plan for litter reduction [27/2]

Ireland's Gum Litter Task Force is netting real results using actor-led performance workshops and poster displays. The government-industry partnership announced a 28% reduction in gum litter. GLT has won high approval from students and is ramping up for even bigger gains through to 2014.

### "Liming" in British Virgin Islands [27/2]

We all "lime" now and then. Liming, as defined by [urbandictionary.com](http://urbandictionary.com), means "loitering", "hanging out" with friends, perhaps over food and drink, sharing a good story. It's the theme of splashy signs in BVI, "Lime Without Littering."

**'Gum Blondes'** [2/3] Jay Kronenwald, of Ancaster, Ontario is a 'tongue-in-cheek' artist. Seriously, he uses chewed gum to make beautiful paintings of women and celebrities. We bet he never litters gum. He's a role model. [www.gumblondes.com](http://www.gumblondes.com)