



Let's Stop Litter

1175 S. Brady Avenue Newton, NC 28658

(828) 465-8240

kccb.nc@gmail.com

"Keeping Catawba County Beautiful one person at a time"



Litter Sweep!

Fall is here, and with the cooler weather come many opportunities to enjoy the outdoors. Our board members enjoyed a beautiful day maintaining our adopted roadside space last month. We encourage citizens, businesses, local government, church, and civic groups, and Adopt-A-Highway volunteers to participate in LITTER SWEEP.

Litter Sweep is a biannual roadside cleanup event sponsored by the North Carolina Department of Transportation, and is usually scheduled for the last two weeks of both April and September. Volunteers from all walks of life are invited to help clean the roadsides in our community.

Safety vests, gloves and trash bags will be provided for free to you or your group, and there is even a contest for unusual litter finds.

Help us make our great state clean, green and beautiful! For more information, contact Kelly Groves, NC Co-operative Extension at (828) 465-8240 .



Keep it Beautiful Tip:



Plastic Bags are a big source of litter in Catawba County.

Recycle every bag or dispose of appropriately so they do not become litter.

Upcoming Events:

- **September 17 - October 1 Fall Litter Sweep** NCDOT's biannual roadside cleanup. **Keep NC Beautiful Unusual Litter Contest** Deadline for entries is Oct 31. www.keepncbeautiful.org
- **October 1 NC Big Sweep** The NC component of the International Coastal Cleanup. www.bigsweep.org
- **October 1 Claremont Day** 9am-4pm in downtown Claremont
- **November 5th Household Hazardous Waste, Electronics & Paint Collection Event** 9am-3pm, LP Frans Stadium, 2500 Clement Blvd NW, Hickory. Free for Catawba County Residents.
- **Nov 15th America Recycles Day** www.americarecyclesday.org

In This Issue:

Litter Sweep!...page 1

The Plastic Bag: A Public Nuisance....page 2

A Little Bit About Us...page 2

Adopt-it!...page 3

Why Litter Prevention is Important to us...page 4

Green Star Spotlight...page 4



Keep Catawba County Beautiful:

Working to STOP LITTER in Catawba County

Why Litter Prevention is important to us:

Our board members share their reasons why working for a cleaner, greener home is important to them.

“Teach your children how to care for the earth by example. Recycling and cleaning up the world is a perfect experience for family togetherness. Everything will come full circle when you see your children teaching their children the lessons you taught them.”

- Allison, KCCB President & community Representative

“Littering is a quick solution that can have long lasting negative effects, and it costs someone else time and energy to pick it up.

- Christian, KCCB business representative

What if...?

What would happen if everyone you knew picked up one piece of litter every day? Try it, and share your stories with us!

www.keepcatawbacountybeautiful.org

The Plastic Shopping Bag: A Public Nuisance in Catawba County

This year we have directed our educational message specifically toward the littering of ultra-thin plastic shopping bags. Taking a drive around our beautiful county you'll see countless examples of this problem, wherever plastic bags litter the roadsides or have become stuck in trees. Aside from marring the natural beauty of our home, plastic bags can be harmful to wildlife and wreak havoc in municipal drainage systems. We can all help to prevent this by following 3 simple rules:

1. Choose reusable bags when you shop. Many stores have sturdy reusable shop-

ping bags that you can purchase. You might even have a bag or two at home that would make a nice shopping bag. Use your reusable bags when grocery shopping and also when you shop at the pharmacy or the mall!

2. If you do bring home plastic bags, reuse them for things around your home.

3. Recycle your plastic bags after you are finished. Many stores offer plastic bag recycling.

If you must use plastic bags, please use them responsibly. Help stop them from becoming unsightly and perilous.

If you would like to volunteer to help Keep Catawba County Beautiful, please contact our Executive Director, Kelly Groves, at (828) 465-8240 or kccb.nc@gmail.com.

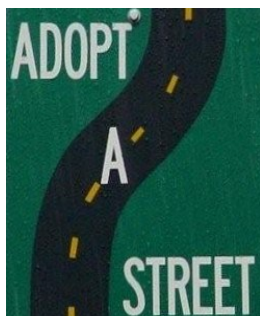


A Little Bit About Us.....

Hello and welcome to the Fall issue of the Keep Catawba County Beautiful newsletter! Keep Catawba County Beautiful is a partnership organization in Catawba County comprised of government representatives, business leaders, and private citizens. Our board of directors is made up of individuals from the community just like you, working together to make Catawba County a great place to live.

We came together years ago in response to the increasing problem of litter accumulating on our roadsides. We became a proud affiliate of Keep America Beautiful in 2006. Our mission is to educate the citizens in our county about littering, and to share ways of improving the appearance of our local lands. You'll find us at community events throughout the county spreading this message.

Adopt-it!



We know that once litter is on the ground, it attracts more litter. When wind and rain get hold of it, it can spread, collecting along

roadsides and waterways and making an unsightly, unhealthy mess. If you want to help make this a cleaner, healthier world like we do, check out the Adopt-A-Street program in your town!

Street adoption is an easy way to give to your community while enjoying the benefits of greener natural spaces. By choosing to care for a neighborhood or other local street, you'll not only help your environment thrive, but you will be a positive example to others. A clean community commands respect for our shared home.

Adopt-A-Street programs in Catawba County were modeled after the NC Department of Transportation's Adopt-A-Highway Program, and are open to any residents--families, friends and neighbors, businesses, churches, schools and youth groups --who are willing to help. Clean-up equipment like bags and safety vests are provided. If you can

pledge to patrol the area of your choice four times a annually, your host city will post special signs recognizing your group's efforts.

In 2008, the Adopt-a-Street program in Hickory was created to increase awareness of environmental issues. The city of Claremont started their program in February, and many Claremont residents stepped up to take part. Other Catawba County cities are considering implementing similar programs.

Hundreds of streets in our county need your help! If you are interested in participating in the Adopt-A-Street Program in your neck of the woods, contact your City Street or Public Works department. In Hickory, call the Street Department at (828)323-7500. The number for Claremont City Hall is 459-7009. Let's help keep Catawba County clean, green and beautiful!



Why Litter Prevention is important to us:

"...taking my children to the mountains or the beach...it seems it's become less acceptable to litter in public places, but more commonplace to litter in secluded areas...you will find water bottles and cans everywhere. I wonder why people think this is ok."

- Tracey, KCCB business representative

"Litter is an environmental issue. It's also an economic development issue. When litter is pervasive, it raises the question of whether people living in that community care about their future. If they don't, new businesses won't either. The absence of litter in a community reflects a community's positive values."

- Dewey, KCCB VP & government representative



Green Star Spotlight



Jason's Deli, located in Hickory, is a leader in the green revolution.

One of the company's main goals is to reduce waste.

Jason's Deli manager Matt Elliott says that it is a practice of theirs to talk with the customer and make sure they have what they need as far as paper and plastic products are concerned. "If they don't need it, they don't get it," Elliott says.

The restaurant has also stopped

using Styrofoam products completely. Their carry-out boxes are made from cane sugar, a recyclable and renewable resource. There is even a plastics recycler on site. Recyclables are removed from the trash to designated recycling spots.

Mr. Elliott says this reflects belief and practice from the top down the line. "Awareness of being responsible and not wasting or overusing" is a constant goal. **Thank you Jason's Deli!**



Join us!

If you are interested in helping to make Catawba County a great place to live, there is a big part for you to play in keeping our county beautiful. Litter prevention is most effective when we change our community's attitudes about litter, and many hands make light work! Contact us to find out how you can help.

Keep Catawba County Beautiful is an affiliate of Keep America Beautiful, Inc. It is a 501 (c)(3) non-profit organization for community improvement.

Our Mission:

To promote education and responsible behavior regarding littering, recycling, proper solid waste management, and beautification through positive individual and community involvement which will enhance the quality of life for all.

For more information about these projects, visit our website, www.keepcatawba.com, or email us at: kccb.nc@gmail.com

Keep Catawba County Beautiful
1175 S. Brady Avenue
Newton, NC 28658



Please Recycle