

## Mascot Fact Sheet and Usage Guidelines



Children are the best motivators – from recycling to anti-smoking campaigns, we’ve all seen the power of the next generation to motivate their parents and other adults into changing their behavior and taking action. Because of this power, and the desire to instill a sense of responsibility and long-term habits in the younger generation, *Litter. It Costs You* includes a multi-pronged education program. The centerpiece of this program is the *Litter. It Costs You* mascot:



**Who:** “The Brown Trasher” is a brown thrasher, the state bird of Georgia. Having just recently taken on the assignment to aid in the fight for a cleaner Georgia, “The Brown Trasher” is currently seeking a name, and a statewide call has been made for a moniker for the bird. The mascot’s name will be announced by November 10.

**What:** “The Brown Trasher” is a six-foot tall mascot costume available for local events, parades, and in-school appearances to support the *Litter. It Costs You* campaign and local anti-litter programs. The mascot program also includes stickers and a downloadable coloring page available at [litteritcostsyu.org](http://litteritcostsyu.org).

**When:** “The Brown Trasher” made his debut at the Governor’s Litter Summit on Aug. 29-30, 2006. He will be ready for appearances starting November 17.

**Where:** “The Brown Trasher” will be available statewide, on a first-come, first serve appearance booking basis. Local organizations can book the mascot by calling Roxi Konnick at (404) 679.1580. The Department of Community Affairs will manage requests and arrangements.

**How:** To use “The Brown Trasher,” local organizations **must:**

- Book the mascot by calling (404) 679.1580. A confirmation email will be sent to you when the request is approved.
- Agree to return the mascot to DCA within three (3) days of the booked engagement, unless special arrangements are made before booking.
- You are responsible for all shipping costs associated with the costume.
- Provide a representative to wear the mascot costume. “The Brown Trasher” does not talk, so a second representative is recommended to accompany the mascot at appearances and events.
- Promote the event/appearance using the Litter Mascot Appearance template news release located at [litteritcostsyu.org](http://litteritcostsyu.org) in the Community/Local Gov’t section.