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Georgia's Newest Mascot Seeks a Moniker

Contest Taps Creativity of Kids to Name "The Brown Trasher" and Help Put Litter Prevention Higher in Citizens' Pecking Order

(ATLANTA – August 29, 2006) With the unveiling of Georgia's comprehensive litter prevention and abatement campaign, *Litter. It Costs You*, there's a new bird in town. Based on the official state bird, the brown thrasher, "The Brown Trasher" is a colorful new mascot that represents a great new program that's really taking flight. "The Brown Trasher" is calling on youth across Georgia to apply their creativity by hatching ideas to give him a new name. The contest opens for entries on September 1.

Targeting litter will require people throughout Georgia, including children, to educate others about the problem, enforce litter laws and eradicate litter from our communities. "The mascot naming contest is a great way to get Georgia's youth involved in the fight against litter," said Beth Brown, director of communications, Georgia Department of Natural Resources. "We will continue to look for ways to involve all members of our community, and if you're a kid interested in naming 'The Brown Trasher,' even if you think it's a bird-brained idea, we want to hear your suggestions for naming our fine feathered friend."

Starting September 1, all Georgia children in grades K-5 will have the opportunity to name "The Brown Trasher." Encouraging children to participate in the naming contest is also an excellent way to introduce the topic of litter and to get the younger generation involved with litter education and cleanup. Lesson plans and activities are available online at litteritcostsyou.org.

"I'm so excited about getting a new name. This is a contest that just can't be beak, uh, beat," crowed The Brown Trasher. "I hope kids throughout Georgia will come up with some good ideas. I know the kid who wins this contest will have really put some thought into a new name, that he or she really worked hard and didn't just wing it."

All entries must be postmarked by October 27, 2006, and the winner will be notified by November 10, 2006. The winning child and teacher/guardian will be invited to attend a special recognition ceremony with the "The Brown Trasher." The winner will also be

featured on the *Litter. It Costs You* Web site. If you have any additional questions about the contest, please contact Beth Brown at (404) 463-2092, or send an email to bbrown@gadnr.org.

About *Litter. It Costs You*.

The State of Georgia launched the *Litter. It Costs You* campaign in August 2006. An integrated and comprehensive approach to stopping litter, the campaign encompasses education, eradication and enforcement. The campaign leverages the efforts of state agencies, city and county governments, and volunteer organizations to engage the public and effect change. Resources include an interactive and comprehensive Web site, community challenges for adults and youth, an online toolkit and an education component to reach children. For more information, please visit litteritcostsyu.org.

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