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“The Brown Trasher” is Flying High

Mascot name selected from more than 7,000 entries

(ATLANTA – March 22, 2006) A group of children stood around Governor Sonny Perdue today at the State Capitol as he announced the official name of the *Litter. It Costs You* mascot. “The Brown Trasher,” the mascot of the statewide anti-litter campaign couldn’t be more excited. He had been patiently waiting for kids around Georgia to come up with the perfect name, and they have. Out of the thousands of entries received, one name stood out above the rest. Buster!

The children on hand this afternoon were part of a group of twenty-four children, grades K-5, who submitted “Buster” for their official entry. In addition to participating in today’s naming ceremony, each child will be featured on the *Litter. It Costs You* Web site, as well as receiving a certificate from the Governor.

“We’re so excited that these kids have come up with such a great name. We’re looking forward to Buster being an integral part of our campaign and litter education,” said Beth Brown, director of communications, Georgia Department of Natural Resources. “The naming contest and his appearance at schools and community events are great ways to start getting Georgia’s youth involved in the fight against litter.”

“There were so many wonderful entries in the naming contest, and I couldn’t be more pleased with the response,” added Governor Perdue. “I am counting on Buster and the children of Georgia to help clean up our beautiful state.”

Now that Buster is ready to get to work, he is available for in-school appearances, parades, meet-and-greets and community events. Buster The Brown Trasher is available anywhere in Georgia, but his calendar is filling up fast. Since he is available on a first-come, first-served basis, don’t waste any time getting your request in.

To reserve Buster, fill out a reservation form at litteritcostsyu.org or call Roxi Konnick at 404-679-1580. Lesson plans, activities and games featuring Buster are also available online at litteritcostsyu.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 litteritcostsyou.org.

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Mascot Naming Contest Winners

Forrest Ager	Hawkinsville
Tabitha Bailey	Colquitt
Easton Chambers	Cohutta
Brittany Clark	Chatsworth
Spencer Colello	Pembroke
Amber Evans	Monroe
Trell Fennell	Guyton
Dante Lawton	Augusta
Bryant Lloyd	Folkston
Trint Mahoney	Folkston
Madisyn Mason	Danielsville
Morgan Meadows	Brunswick
Ellie Kara Metz	Brunswick
Allen Milligan	Americus
Micah Newton	Covington
Bonny O'Donnell	Savannah
Nicholas Reese	Newnan
Josh Rodriguez	Colquitt
Landon Sercer	Rochelle
Austin Stanford	Bremen
Sky Stovall	Colquitt
Willkilia Talmadge	Griffin
Lauren Taylor	Leesburg
Shamia Wallace	Guyton