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***Litter. It Costs You* Campaign Makes Getting Involved Easy  
Statewide Initiative Offers Online Tools and Community Challenges**

(ATLANTA – August 29, 2006) *Litter. It Costs You*, Georgia's new statewide anti-litter campaign, has more to offer than just a strong message. Georgia's initiative also includes programs and tools that will allow residents, businesses, organizations and even youth to get involved and make a difference.

To encourage local communities to embrace the statewide effort to eradicate litter, Governor Sonny Perdue today announced the launch of the Clean Community Challenge (CCC). This voluntary recognition program rewards local governments for their efforts in controlling and preventing litter in their communities. The CCC will draw upon a successful system for community change created and tested by Keep America Beautiful.

In an effort to engage the next generation, a Youth Clean Community Challenge (YCCC) encourages students to participate in activities that support the larger *Litter. It Costs You* campaign, such as educating peers on litter issues, learning the litter laws in Georgia and actively participating in litter clean-up.

A community toolkit also is available to support individuals and organizations that want to take action against litter. Available online at [litteritcostsyou.org](http://litteritcostsyou.org), the toolkit contains assessment tools for identifying the extent of a community's litter problem, model ordinances for local governments, training for law enforcement personnel, tips for getting involved in litter clean-ups, template press materials to promote local clean-up efforts, template newsletter articles and advertising/marketing pieces such as logos, advertisements, fliers and mascot illustrations. The community toolkit supports local implementation of the *Litter. It Costs You* campaign.

The Clean Community Challenge, the Youth Clean Community Challenge and the community toolkit are just the beginning of the statewide effort to encourage a comprehensive approach to litter abatement and prevention. For more information about any of these tools and/or programs, please visit [litteritcostsyou.org](http://litteritcostsyou.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](http://litteritcostsyou.org).

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