

FOR IMMEDIATE RELEASE:
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Pitt County Government Launches Anti-Litter Campaign Solid Waste & Recycling partners with local and state agencies



PITT COUNTY, N.C. –The Pitt County Board of Commissioners approved County leadership’s recommendation to form a litter taskforce in May 2022 to address widespread littering and illegal trash dumping in Pitt County.

"For Pitt County's economic growth, we must put litter and trash in its place," says Mary Perkins-Williams, Chairwoman, Pitt County Board of Commissioners.

County Manager Janis Gallagher formed the Solid Waste Assets and Enforcement Committee in June 2022 with Pitt County Solid Waste & Recycling (SWR), Planning, Engineering, Public Information Office and Office of the Sheriff in collaboration with representatives from the Town of Ayden, City of Greenville, NC Department of Transportation (NCDOT) and NC Department of Environmental Quality (NCDEQ).

"It was great to have key stakeholders at the table to share ideas and develop a recommended strategy to address litter in our community. How we treat our environment is a reflection of community values. How we treat our environment is a reflection of community values. I am optimistic that by working together, we can reduce litter and preserve the beauty all around us," says Janis Gallagher, County Manager.

The Committee developed a strategic plan the Board of County Commissioners approved in September 2022 which served as the foundation for the three-part education-based multimedia campaign scheduled for January 16 through June 30, 2023.

Part one of the PSA, *Litter Free for You and Me*, addresses the effects of littering, unsecured loads and illegal trash dumping has on community pride, County development and natural resources. Calls to action are to **secure trash loads**, **report illegal dumping** and **volunteer** to clean up Pitt County.

"I look forward to our litter campaign as we strive to educate the public and provide solutions to reduce litter whether it is intentional or unintentional. If we all work together, we can make a difference," says John Demary, Director, Solid Waste & Recycling.

The public is notified that unintentional littering through open, unsecured loads is still a littering offense with fines up to \$400. County businesses and residents are instructed to secure all trash loads with a tarp, cargo net or tie down. Free tarps will be available at flash giveaway events during the campaign.

County residents are educated on how to report illegal dumping to SWR Enforcement by phone, email, or online form/QR code. **To report illegal dumping**, call 252-902-3357 (office) or 252-414-0378 (cell), email nick.whaley@pittcountync.gov or online at www.PittCountyNC.gov/LitterFree.

Concerned individuals and civic groups are invited to join this community clean up movement to make Pitt County "litter free for you and me". Interested volunteers may call SWR at 252-902-3350 for details on upcoming Litter Sweeps and other ways to get involved.

Litter Free for You and Me campaign collateral are **available for download** at <https://emattach.pittcountync.gov/message/OnNnoSaQRMgUZdHebpJJ5Q> County municipalities, businesses, residents, and media partners are encouraged to share the PSA across their platforms through June 30, 2023.

Part two of the *Litter Free* campaign will begin mid-March featuring banners at County buildings and convenience sites and a Fourth Grade Litter Challenge with Pitt County Schools. **Part three**, *Tarp It or Ticket*, will begin May 1, 2023 to educate the public on the enforcement of fines and penalties for littering, unsecured loads and illegal trash dumping. Illegal dumping can result in penalties up to \$2,000. Campaign details will be available in March.

For more information, visit www.PittCountyNC.gov/LitterFree or any of the County Facebook pages at facebook.com/PittCountyNC or [SolidWaste&Recycling](https://facebook.com/SolidWaste&Recycling), [PublicHealth](https://facebook.com/PublicHealth), [LJFarmersMarket](https://facebook.com/LJFarmersMarket), [EmergencyManagement](https://facebook.com/EmergencyManagement) or [AnimalServices](https://facebook.com/AnimalServices).

Visit www.NCdot.gov/littersweep and www.keepncbeautiful.org or www.kab.org for other litter resources.

A **Media Availability Session** is scheduled for **Wednesday, January 18, 2023 from 11:00 a.m. to 12:00 p.m.** in the Eugene James Auditorium located at 1717 West 5th Street Greenville, N.C. Participants will include Board of County Commissioners Chairwoman Perkins-Williams and members of the Solid Waste Assets and Enforcement Committee. **Reporters will have an opportunity to record interviews and a demonstration outside with Solid Waste and Recycling representatives on how an unsecured load contributes to unintentional littering and how to properly secure the load with a tarp and bungee cords.**

For more information, contact the Public Information Office at 252-902-2955.

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