

# LITERARY SPECIAL EDITION TIMES

## Great American Cleanup 2007



Great American Cleanup of Broward County  
March 1- May 31, 2007



**Clean. Green. Litter Free.**

LITTER HOTLINE 954-474-1835  
Please recycle your plastic bottles and aluminum cans!

### More than 100,000 pounds of litter was removed from Broward County!

That's the equivalent of 10 elephants, or two full-sized garbage trucks, or 37 compact cars, or 26,500 boxes of trash bags, or 100,800,000 cigarette butts!

More than 91,000 pounds of litter was removed from our community as Broward County took its part in the national Great American Cleanup effort. The statistics topped last year's with a record 91 different events held, and 2,419 volunteers removing trash from all across Broward County. An additional 15,900 pounds of recyclable materials (plastic, glass and aluminum) was collected and removed during litter-free events sponsored by Broward Beautiful and Broward County Waste and Recycling Services. Volunteers included school groups, community organizations, individuals, Adopt-A-Street groups

and 20 local schools. Look inside for the list of those who participated in making the event such a huge success locally!

Nationally, the Great American Cleanup is the nation's largest annual community improvement program. Last year more than 228 million pounds of litter and debris was collected; 37 million plastic (PET) bottles were removed from the waste stream; 10,000 illegal dump sites were cleaned; and more than 6,000 miles of rivers, lakes and shorelines were cleaned by over 2 million volunteers.

## NATIONALLY RECOGNIZED

While Broward County's contribution to the success of the 2007 Great American Cleanup is impressive, the national results should be phenomenal! This year's activities nationwide are expected to result in as many as 2.5 million people volunteering more than 8 million hours to clean, beautify and improve 15,000 communities in all 50 states!

Other events included a Hurricane Katrina Restoration Project in Gulfport, Mississippi, on March 20, and a New York City kickoff celebration on April 24 in Times Square. For more information on national Great American Cleanup results, please visit [www.kab.org](http://www.kab.org).



Here's how Broward County contributed to the national event:

## CLEAN & GREEN EVENTS 2007

March 1 - May 31

### VOLUNTEERS

Volunteer participants:	2,419
Volunteer hours:	7,949
Number of events:	91
Communities involved:	23

### CLEANUPS

Pounds of litter & debris collected:	91,121
Miles of roads, streets & highways cleaned:	45
Number of school/campus grounds cleaned:	20

### REDUCE, REUSE, RECYCLE

Pounds of plastic, aluminum and glass recycled:	15,900
Pounds of tires collected for recycling:	620
Tires collected for recycling:	31
Batteries collected for recycling (incl. cell phone batteries):	40
Propane tanks collected for recycling:	45

### BEAUTIFICATION

Trees planted:	25
Flowers and bulbs planted:	100

### EDUCATION

Educational workshops held:	21
Educational workshop attendees:	2,877

ALUMINUM  
ANIMALS  
CLEANUP  
ENVIRONMENT  
GLASS

GREEN  
LITTERFREE  
PLASTICS  
RECYCLE  
REDUCE

REUSE  
SMILE  
UGLY  
VOLUNTEER  
WATERWAY

## CLEAN & GREEN DAY

The Great American Cleanup of Broward County held its first annual Clean & Green Day on Saturday, May 12. The event was hosted by the Town of Southwest Ranches, and all 17 Adopt-A-Street groups from the Town were invited to participate. A total of 85 volunteers came out in support of the cleanup effort, and 1,780 pounds of roadside litter and illegally dumped material was removed. A reception for volunteers was held after the cleanup, and special thanks go to local sponsors, Whole Foods Market, Rick Case Honda, Publix, The Upper Crust and Walgreens.

Southwest Ranches presented the Adopt-A-Street Program with a proclamation designating Saturday, May 12 "Adopt-A-Street Appreciation Day." The proclamation was given in appreciation of the program's contributions to the Town and to all the communities in Broward County.

Southwest Ranches has participated in the Adopt-A-Street program since its inception, and currently has 17 active groups taking care of approximately 20 miles of adopted roadway. To date, they have removed over 26,000 pounds of roadside litter from Southwest Ranches, and are one of the most active groups in the program.

On May 10, during the Southwest Ranches commission meeting, Adopt-A-Street staff accepted a proclamation naming Saturday, May 12 "Adopt-A-Street Appreciation Day" in the Town of Southwest Ranches.



## LITTER PREVENTION WORD SEARCH

S	V	M	S	Z	B	C	E	R	R	E	G	A	Q	W
Q	F	K	N	Z	M	X	N	Y	N	B	B	O	T	G
V	X	A	M	V	X	G	N	V	Y	H	Z	X	H	Z
E	O	Z	O	P	F	G	I	P	E	P	H	O	O	Q
B	S	L	F	W	L	R	W	S	A	U	C	V	M	P
V	M	S	U	A	O	A	J	D	L	N	B	H	J	E
D	I	G	S	N	T	Q	S	V	U	A	P	Q	Y	T
N	L	S	M	E	T	D	B	T	M	E	M	Z	K	Z
Y	E	E	R	F	R	E	T	T	I	L	E	I	K	K
R	N	W	O	K	G	R	E	E	N	C	H	R	N	X
T	A	S	X	O	F	E	M	R	U	Y	S	T	E	A
Y	Y	I	J	A	S	E	H	D	M	C	C	X	W	B
R	F	G	D	U	M	H	E	U	Z	E	H	M	N	A
G	L	O	E	M	X	R	U	H	W	R	S	Q	B	A
K	S	R	T	Q	A	C	X	F	D	F	G	G	Z	G

## BANNING CIGARETTE BUTTS?

When students were asked what they thought was the #1 littered item, answers ranged from straws and plastic wrappers to paper, gum and aluminum cans. While there are many types of litterbugs, smokers are actually the biggest offenders.

Adopt-A-Street staff members bring a jar filled with cigarette butts collected during a Hollywood Beach & Broadwalk Cleanup to every presentation they give. Most students are surprised to see a full jar of cigarette butts, which is the most littered item!

Cigarette litter is a serious problem, but most people don't realize it. But if you visit one of our local beaches, you can't sit anywhere without noticing the cigarette butts in the sand.

The City of Fort Lauderdale is considering a smoking ban on the beach. An article that ran on May 16 in the Sun-Sentinel stated that Fort Lauderdale City Commissioners intend to make it a municipal



*Shiraz Kashar, Waste and Recycling Services, with students on the Nova Environmental Awareness Team (NEAT) at Nova Blanche Forman Elementary School. The team learned about litter prevention and recycling after their Great American Cleanup event.*

violation to flick a cigarette butt. This means that cigarette butts would be included in the City's definition of solid waste and make flickers subject to local litter laws, which can include fines up to \$500 or up to 60 days in jail.



For local governments to recognize the problems associated with cigarette litter and add cigarette litter to the definition of solid waste is a great first step. Adopt-A-Street is currently working with the City of Hollywood to implement a cigarette litter pilot project in the historic downtown area. The City's Public Works Department and the Downtown Community Redevelopment Agency (CRA) is partnering with Adopt-A-Street to install ash receptacles along Hollywood Boulevard and Harrison Street. Pocket ashtrays will be made available at some local establishments. Watch for new receptacles this summer.



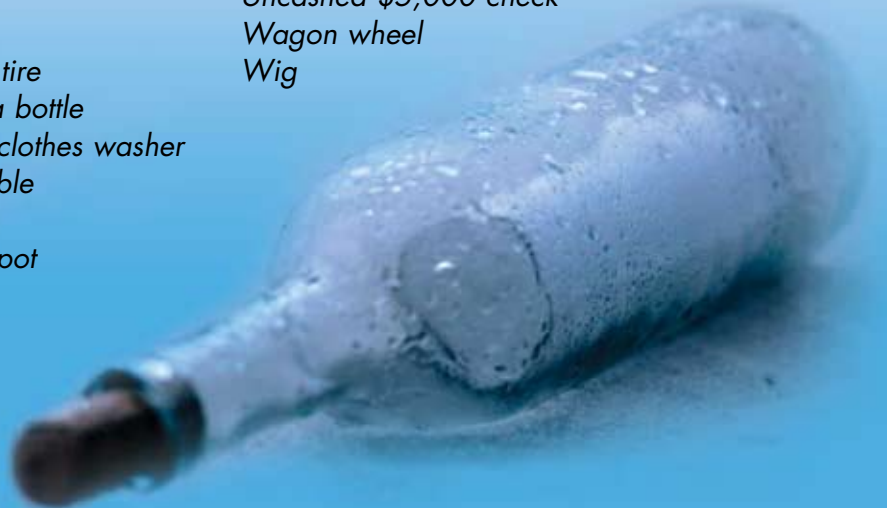
We'd like to hear your opinion about a cigarette butt ban. Email [litterprevention.org](mailto:litterprevention.org) and tell us whether you think the answer to the cigarette litter problem is a ban on smoking in certain outdoor areas. Or, do you think receptacles are the answer? Or heavier litter fines? Would you like to see educational campaigns that teach about how cigarette litter harms the environment? Let us know what you think will help reduce cigarette litter.

**HEY—LOOK WHAT I FOUND!** *The following are some of the more unusual items found by volunteers across the country as they participated in the Great American Cleanup nationally:*

Antique beer bottle  
Arrowhead  
Billfold  
Bowling ball  
Box that read "Recycle Me and Save a Tree"  
Crab trap  
Diamond ring  
Driver's license  
Election signage  
Endorsed paycheck  
Homework

Horseshoes  
Kitchen sink  
Large tractor tire  
Message in a bottle  
Old wringer clothes washer  
Ping pong table  
Roof shingles  
Silver coffee pot  
Slot machine

Uncashed \$5,000 check  
Wagon wheel  
Wig



## SPEAKING OF CIGARETTE BUTTS ...



Fort Lauderdale is not the only area in Broward having problems with cigarette litter. Have you been on a college campus lately? Now that smoking has been banned inside of buildings, smokers have moved outside, and with no convenient receptacles, they are throwing those butts on the ground.

Broward Community College (BCC) decided to do something about it. They hosted an Earth Day event on their Central Campus in Davie on April 23. Adopt-A-Street was on hand to play educational games with students, and teach about litter prevention and recycling. Another part of the event was a one-hour Campus Cleanup which sent groups of students across the campus to remove cigarette butts. About 25 students participated and, in just one hour, they removed 2,000 butts! Thanks to the Earth Day event, BCC Central students now have a greater awareness of how bad the cigarette litter problem is, and will think twice before flicking cigarette butts on the ground.

## UPCOMING EVENTS

Look for upcoming information about America Recycles Day this fall. Adopt-A-Street is partnering to hold cleanups throughout the County during America Recycles week. Groups will be asked to track litter that is removed, and to separate recyclables. Adopt-A-Street groups and Broward County School groups will be invited to participate. America Recycles Day is set for November 15, 2007.



*In Hollywood, Puccio Plumbing adopts a portion of Johnson Street that has two bus stops where litter accumulates. They collect and separate about 7 full bins every other week! Pictured are the bins from a cleanup in January.*

## LITTER HOTLINE!

Adopt-A-Street now has a Litter Hotline. Is there a litter hot spot in your area? If so, let us know about it. Would you like to sponsor a street and cleanup in your community? Did you catch someone in the act of littering? Do you need volunteer hours, or belong to an organization that would like to do a community project? The Litter Hotline is available to answer your questions.



Adopt-A-Street  
Waste and Recycling Services  
1 N. University Dr., Suite 400  
Plantation, FL 33312  
[www.broward.org/waste](http://www.broward.org/waste)

## LITTER PREVENTION SOLUTION

S V M S Z B C E R R E G A Q W  
Q F K N Z M X N Y N B B O T G  
V X A M V X G N V Y H Z X H Z  
E O Z O P F G I P E P H O O Q  
B S L F W L R W S A U C V M P  
V M S U A O A J D L N B H J E  
D I G S N T Q S V U A P Q Y T  
N L S M E T D B T M E M Z K Z  
Y E E R F R E T T I L E I K K  
R N W O K G R E E N C H R N X  
T A S X O F E M R U Y S T E A  
Y Y I J A S E H D M C C X W B  
R F G D U M H E U Z E H M N A  
G L O E M X R U H W R S Q B A  
K S R T Q A C X F D F G G Z G

## Broward County Board of County Commissioners

Josephus Eggelleton, Jr. • Sue Gunzburger  
Kristin D. Jacobs • Ken Keechl • Ilene Lieberman  
Stacy Ritter • John E. Rodstrom, Jr.  
Diana Wasserman-Rubin • Lois Wexler

### VISIT US ON THE WEB:

[www.broward.org/waste](http://www.broward.org/waste)

This public document was promulgated at a cost of \$2,059.00, or \$.59 per copy, to provide information on litter prevention activities. As equal opportunity employer and provider of services. 07/07