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KEEP AMERICA BEAUTIFUL LAUNCHES NEW LITTER PREVENTION CAMPAIGN IN CINCINNATI THAT ASKS RESIDENTS ‘WHAT IS AS WRONG AS LITTERING?’

Cincinnati Selected as Pilot City for New Campaign

CINCINNATI, OH — Litterers beware! Today Keep America Beautiful (KAB), in partnership with Keep Cincinnati Beautiful (KCB), is launching a new litter prevention education campaign that calls attention to the inappropriate act of littering, and the thoughtlessness of offenders. The campaign, “Littering is Wrong Too” allows everyone to get involved in a unique way. It links littering with other wrongdoings like “networking at a funeral” or “breaking up on Valentine’s Day,” while also defining the personality of the litterer as a socially unaccepted jerk.

Geared at young adults, those found to be most likely to litter, the campaign entertains in order to get people talking. It kicks off today and residents can expect to see and hear a lot about the problem of litter in the coming months. The ultimate goal is to change perceptions of those who litter and the act of littering, to induce a change in behavior and lead to a cleaner, more beautiful city.

“Sadly, many still don’t view litter as a real problem,” said Matthew McKenna, President and Chief Executive Officer of Keep America Beautiful, Inc. “They don’t understand that litter has a real and serious economic impact on a community, in addition to the environmental fallout. For example, a recent KAB study found that litter in a community can decrease property values by seven percent. We’re hoping to engage people through this campaign and in that process, get them to recognize that littering is a problem, but a preventable one.”



KAB selected Keep Cincinnati Beautiful to pilot the litter prevention campaign in anticipation that it will be made available to other affiliates across the country. From now until October 15, the pilot campaign will be executed throughout Cincinnati and ads featuring other wrong behaviors will be visible on billboards, posters at popular bars and restaurants, online, on the radio and at events across the city. In addition to concerts and outdoor events, residents will be exposed to the campaign at select professional baseball and football games as well as local college sporting events. At these events, attendees will have an opportunity to write their own “wrongs” and showcase them in photos and videos that will be featured and voted upon on the campaign Website, LitteringIsWrongToo.org.

Residents will also be able to “write their wrong” online, adding their own creativity to the campaign. Throughout the pilot period, residents can compete for the “wrongest wrong” with prizes being awarded throughout the time period and a grand prize winner announced upon completion of the campaign. Cincinnatians are encouraged to share their wrongs, photos and videos with friends and family through

their social networks, helping generate more buzz for the problem of litter while engaging residents in a humorous way.

“Cincinnati, like many cities, has a litter problem,” said Linda Holterhoff, Executive Director of Keep Cincinnati Beautiful. “A recent litter assessment found that no area of the city was free of some sort of litter, which demonstrates that the people of Cincinnati need a reminder to do their part to prevent litter. By portraying the act of littering as just plain wrong, but in a creative and unexpected manner, we hope to get people to think twice about littering and hopefully help prevent more litter from accumulating here in our great city.”

According to the litter assessment, the types of litter found most often in Cincinnati include bottles, cans, fast food packaging, plastic shopping bags and cigarette butts. Research also indicates that litter invites more litter. Once litter has accumulated along a road or in a community, people are more likely to keep littering, making this campaign even more compelling.

ABOUT KEEP AMERICA BEAUTIFUL

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. With a network of over 1,200 affiliates and participating organizations, Keep America Beautiful forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community's environment. To learn more, visit www.kab.org.

ABOUT KEEP CINCINNATI BEAUTIFUL

Keep Cincinnati Beautiful is a not-for-profit organization established in 1978 and is affiliated with Keep America Beautiful. KCB's mission is to educate and encourage individuals to take greater responsibility for improving their community environments. For more information about Keep Cincinnati Beautiful, please visit the organization's Website at www.keepcincinnatibeautiful.org

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