



# Central Virginia Locality Partners

## What can you do to help?

- Educate your employees, patrons, customers, and members about the negative effects of litter
- Display stickers and posters as appropriate in your place of business
- Participate in our social media campaign by posting and sharing content from our toolkit
- Organize, support, or join a litter clean up in your neighborhood
- Implement litter prevention strategies on your property—provide accessible waste receptacles
- Use car litterbags or pocket ashtrays and encourage others to do so as well



Town of Ashland



Chesterfield County



Goochland County



Hanover County



Henrico County



City of Hopewell



New Kent County



City of Petersburg



Powhatan County



City of Richmond



**Localities are working together to raise awareness about this costly blight.**

**Join our campaign today!**

### Learn more about our mission



@planrva



(804) 323-2033



PlanRVA



dontrashcentralva.org

## About the Campaign

The *Don't Trash* Campaign unites



localities in Central Virginia in a fight against litter. The goals of the campaign are to increase awareness of litter and the negative impacts in the community, build knowledge about litter prevention strategies, and encourage action through participation in public clean up opportunities. The campaign welcomes businesses and organizations as campaign partners who share the vision of a litter free Central Virginia.

Join our effort to dump the financial and environmental costs that come with litter!



## More facts about litter

- Not only does fruit take long to decompose, but when thrown out near roads, it can attract wild animals, leading to some being struck by cars. (wildlifecenter.org)
- Not only are cigarette butts toxic and plastic, but they're also the most littered object in the US and Worldwide (yes, they are litter!) (Sierra Club)
- Litter costs U.S. governments, businesses, educational institutions, and volunteer organizations almost \$11.5 billion annually. (2009 KAB National Litter Study)
- Littering is illegal in the United States and is punishable with a fine, as well as potential jail time or community service. (NCSL.org)
- Plastic items that we use in our everyday lives take long to decompose; plastic bags take 10-20 years to decompose and plastic bottles take 450 years. (WWF.org)



## Recurring Events in Central VA

- **Shiver in the River**

(<https://keepvirginiabeautiful.org/>)

Run by Keep Virginia Beautiful at the end of every February, the annual Shiver in the River event begins with a community cleanup on the James River, and is accompanied by a 5K, and of course the main event—a James River Jump! Participants must raise at least \$75 to jump in the James River.

- **James River Regional Cleanup**

(<https://jrvc-va.org/>)

JRAC hosts an annual cleanup along the James River on the 2nd Saturday of every September. Volunteers pick up trash on the shore and in the river by using boats.

- **Friends of the Lower Appomattox River (FOLAR) Annual Spring River Clean-Up**

(<https://foliar-va.org/>)

FOLAR does an annual cleanup on the last Sunday of every March along the Lower Appomattox River.

- **Clean the Bay Day**

([cbf.org/events/clean-the-bay-day/](http://cbf.org/events/clean-the-bay-day/))

Clean the Bay Day is an annual cleanup which takes place on the first Saturday of every June at the rivers, streams, beaches, and land-based properties off the Chesapeake Bay watershed.