

Keep Montgomery County Beautiful

Press Release

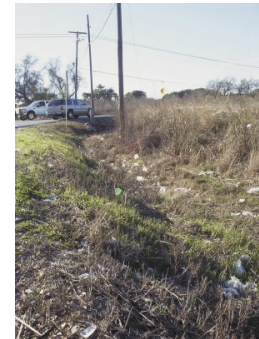
For Immediate Release

Keep Montgomery County Beautiful Announces Anti-Litter Campaign

Magnolia, Texas - March 24, 2013

Litter has reached epidemic proportions and has far reaching effects. We are hearing more and more about how litter along roadways far inland is washed into streams and bayous and ultimately ends in our oceans with serious and deadly impact on our fish, wildlife and the food we eat.

Keep Montgomery County Beautiful (KMCB) has partnered with TxDOT and Montgomery County Precinct 2 to take small but significant action to eliminate litter in the greater Magnolia area.



Anti-Litter Campaign

To make a lasting difference the campaign will have several components.

The initial part of the campaign involves a dynamic group of teens who have been trained as Anti-Litter Ambassadors to make presentations to community groups to encourage the adoption of roads through the TxDOT Adopt a Highway and the County Adopt a County Road programs. The goal is that 100% of all county and state roads in Precinct 2 (the greater Magnolia area) will be adopted and kept clean by committed volunteers. So far nine Magnolia West High School students have been trained and are ready to meet with groups about the impact of litter and how the road adoption process works.



When a group adopts a road, they will become part of a network of others with the same commitment. KMCB will communicate regularly with those groups to provide a network of support and information to ensure the success of each group that has committed to keep a stretch of road clean. Information will be collected about volunteer numbers and volumes of trash picked up. Successful and dedicated groups will be recognized as they set the example for our community.

The best way to eliminate litter is to stop litter at its source. In an effort to work ourselves out of a job, KMCB will be working over the next few months and years to implement innovative ways of creating an environment of zero-tolerance for litter and spreading the message that littering will not be tolerated in our community.

If you are interested in a presentation about the adopt a road programs, anti-litter information, volunteering with KMCB on any aspect of this campaign, or want more information contact KMCB at info@kmcbtexas.org or call Charlotte Harris at 832-567-3404.

About Keep Montgomery County Beautiful

KMCB is a grassroots, non-profit organization dedicated to providing a network for and resources to organizations in Montgomery County who are committed to the beautification and improvement of our county's natural resources.

KMCB is an affiliate of Keep Texas Beautiful and is a non-profit corporation organized under 501 (c) 3 of the Internal Revenue Code of 1954, as amended making all contributions and donations tax deductible.

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