



PUBLIC INFORMATION OFFICE
5925 COVE ROAD • ROANOKE, VIRGINIA 24019

NEWS RELEASE

For Immediate Release

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Roanoke County Launches New Campaign Against Littering

(ROANOKE COUNTY, VA) January 3, 2014— From cigarette butts at local intersections to discarded trash strewn along Roanoke County's roads, litter continues to be an issue for our community. To raise awareness about this problem, Cave Spring Supervisor Charlotte Moore has led a new initiative to help combat littering in Roanoke County.

Beginning in January, drivers will see temporary road signs at major County intersections reminding everyone that "The World Is Not Your Ashtray," a clear reference to the growing number of cigarette butts appearing at intersections and road medians.

Along with the intersection signs, this new program will feature a local partnership with Lamar Advertising for billboard space and also include signage on County vehicles, including the County's fleet of trash collection trucks.

"Supervisor Moore's campaign against discarded cigarette butts is a great starting point for this program," Assistant County Administrator Richard Caywood said. "It's a visible problem that thousands of County motorists see every day. Our hope is that by raising awareness of this first issue, we can open everyone's eyes to the larger problem of litter in the County. We plan on bringing additional ideas to the Board of Supervisors in the future."

To support the launch of this new anti-littering campaign, Cave Spring Supervisor Moore and Virginia Senator Ralph Smith hosted local media at the Roanoke County Administration Center on Friday. Moore and Smith made remarks about the new efforts, highlighting the importance of working together to keep our community beautiful.

Roanoke County has also launched an online form citizens can use to report littering. This convenient web form will send littering complaints directly to Roanoke County Police for follow-up. Website visitors are encouraged to look for the Report Littering button on the County's home page or see www.roanokecountyva.gov/litter.

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PUBLIC INFORMATION
ROANOKE COUNTY PUBLIC SAFETY CENTER
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Media Advisory

What: Roanoke County's Anti-Littering Campaign Kick-Off for Local Media

Who: Senator Ralph Smith
Senate of Virginia, 19th District
Charlotte Moore
Roanoke County Board of Supervisors, Cave Spring Magisterial District

When: Friday, January 3, 2014, at 10:30 a.m.

Where: Roanoke County Administration Center
5204 Bernard Drive, Roanoke, VA 24018

Background Information:

From cigarette butts at local intersections to discarded trash strewn along Roanoke County's roads, litter continues to be an issue for our community. On Friday, Cave Spring Supervisor Charlotte Moore will formally launch a new initiative to raise awareness of the littering problem in Roanoke County.

This new program will consist of road signs, signage on County vehicles, and a local partnership with Lamar Advertising for billboard space. Residents will also be able to report littering offenses directly to Roanoke County Police using the County's website.

Supervisor Moore and Virginia Senator Ralph Smith will be making brief statements to the media about Roanoke County's new efforts, highlighting the importance of working together to keep our community beautiful.

Interview and Photo Opportunities:

After their statements, Senator Smith and Supervisor Moore will be available for comments and interviews. Photo opportunities will feature signage and graphics from the new anti-littering campaign targeting discarded cigarette butts.

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