



CLEAN LAND.
SAFE WATER.
HEALTHY LIVES.

Campaign Sound bites

These sound bites are examples of PSAs that can be used to spread the word about the campaign.

Sound bite #1

In partnership with the Alice Ferguson Foundation, XX County has recently launched a regional litter prevention campaign aimed at creating a trash free Potomac Watershed. You can help lead the way to clean land, safe water and healthy lives by taking care of your trash properly and encouraging your friends, family and community to do so as well. For more information on this litter prevention effort, visit www.trashfreepotomac.org.

Sound bite #2

In order to make our drinking source, the Potomac River, trash free, XX County is encouraging each of you to take control, take care of your trash. By properly discarding trash into bins, recycling and helping to clean up your neighborhood, we will be one step closer to having clean land, safe water, and healthy lives. For more information on the litter prevention campaign, visit www.trashfreepotomac.org.

Sound bite #3

Trash and litter attracts rats, mosquitos, and other nuisance animals that carry disease. Harmful toxins and bacteria from this trash threatens our own health, kills wildlife, and degrades marine habitats. Please help XX County, in partnership with the Alice Ferguson Foundation, combat this serious problem by taking care of your trash and helping create clean land, safe water and healthy lives. For more information on litter prevention, visit www.trashfreepotomac.org.

Sound bite #4

Did you know that the storm drains you see around town lead into the Potomac River? Those storm drains are not trash cans and the water inside it does not get filtered before reaching the river, meaning the same litter you throw down the drain goes right into the same water that you drink, fish and play in. Start now and help the Alice Ferguson Foundation and XX County create clean land, safe water and healthy lives by properly discarding your trash into bins. To find out more information on litter prevention and how you can help, visit www.trashfreepotomac.org.