



CLEAN LAND.
SAFE WATER.
HEALTHY LIVES.

**Regional Litter Prevention Campaign
Public Service Announcement (PSA) :10/:30/:60
5/25/11**

:10 seconds

YOU HAVE THE POWER TO CREATE CLEAN LAND AND SAFE WATER FOR YOU AND THOSE YOU LOVE. TAKE CONTROL. TAKE CARE OF YOUR TRASH. LEARN MORE AT WWW.TRASHFREEPOTOMAC.ORG.

:30 seconds

PIECE BY PIECE, LITTER ADDS UP. IT CONTRIBUTES TO FILTH, DISEASE-CAUSING BACTERIA HARMFUL TO YOU AND THOSE YOU LOVE. TAKING PERSONAL RESPONSIBILITY FOR OUR TRASH ENABLES US TO ENJOY CLEAN LAND, SAFE WATER, AND LEAD HEALTHY LIVES. YOU CAN HELP CREATE A TRASH FREE POTOMAC WATERSHED BY TAKING CARE OF YOUR TRASH AND ENCOURAGING YOUR FRIENDS AND FAMILY TO DO THE SAME.

FOR MORE INFORMATION ON THE ALICE FERGUSON FOUNDATION'S REGIONAL LITTER PREVENTION CAMPAIGN, PLEASE VISIT WWW.TRASHFREEPOTOMAC.ORG. TAKE CONTROL. TAKE CARE OF YOUR TRASH.

:60 seconds

YOU MAY CARELESSLY TOSS IT AND FORGET IT, BUT LITTER DOESN'T JUST GO AWAY. TRASH IS MOBILE, FINDING ITS WAY INTO OUR WATERWAYS. WHEN THIS LITTER COLLECTS IN OUR RIVERS AND STREAMS, IT IMPACTS THE QUALITY OF OUR WATER AND THE LAND THAT SURROUNDS IT.

IMPROPERLY DISPOSED OF LITTER CONTRIBUTES TO FILTH, DISEASE-CAUSING BACTERIA AND TOXINS THAT AFFECT THE HEALTH, HAPPINESS, AND SAFETY OF YOU AND THOSE YOU LOVE.

PIECE BY PIECE, LITTER ADDS UP, MAKING THE PLACES ADULTS AND CHILDREN IN OUR AREA VISIT EVERY DAY UNSAFE AND UNHEALTHY. TAKING RESPONSIBILITY FOR OUR TRASH ENABLES US TO ENJOY CLEAN LAND, SAFE WATER, AND LEAD HEALTHY LIVES. YOU CAN HELP CREATE A TRASH FREE POTOMAC WATERSHED BY TAKING CARE OF YOUR TRASH AND ENCOURAGING YOUR FRIENDS, FAMILY AND COMMUNITY TO DO THE SAME.

FOR MORE INFORMATION ON THE ALICE FERGUSON FOUNDATION'S REGIONAL LITTER PREVENTION CAMPAIGN, PLEASE VISIT WWW.TRASHFREEPOTOMAC.ORG. TAKE CONTROL. TAKE CARE OF YOUR TRASH.