

**NEWS RELEASE**  
**FOR IMMEDIATE RELEASE**  
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**City's Litter Control Office encourages citizens to 'adopt'**  
*Controlling litter has to be a grassroots effort*

SUFFOLK, VA (August 6, 2010) While there are substantial direct costs of litter to communities and businesses, the indirect costs and environmental consequences may surprise you. The City of Suffolk Litter Control Office encourages citizens to combat the litter in their neighborhood by adopting a street or a spot and pledging to keep it clean.

According to a recent litter study conducted by Keep America Beautiful, Inc., the presence of litter in a community decreases property values by seven percent. Sixty percent of the property appraisers surveyed would reduce a home's value if it was littered. Wind and weather, traffic, and animals shift litter into gutters, lawns and landscaped areas, alleyways and parking structures. Litter near storm drains is likely to wash into local waterways.

The Litter Control Office offers an Adopt A Street and Adopt A Spot program for citizens interested in keeping their neighborhood clean and litter free. Program participants are required to clean their adopted area at least twice a year. Four times is preferred. Participants receive one sign at their adopted spot and a sign at each end of their adopted street signifying their commitment to keep that area clean. "Litter is a problem nationwide. It doesn't have to be one in Suffolk," said Hattie Lester, City of Suffolk Litter Control Coordinator. "We encourage citizens to

take a grassroots approach to litter and vow to clean their neighborhood themselves. Let's roll up our sleeves and keep Suffolk beautiful.”

Program participants receive free cleanup supplies to support their adoption requirements. Supplies include trash bags, gloves, safety vests, litter grabbers, hand sanitizer, bug repellent, and sunscreen. Arrangements for trash pickup are also a benefit of the program.

To download an application and participate in one of the adoption programs, please visit the city's website or contact Lester at (757) 514-7604.

*Photos provided*

*Pictured are members of the Shoulders Hill Hunt Club. The Club has adopted two streets in the city: a portion of Shoulders Hill and Sleepy Hole Roads.*

*Pictured are members of the Holland Ruritan Club: (left to right) Brenda Roberts, Don Roberts, Becca Roberts, Rebecca Warren, Carol Warren and Ronnie White. The club has adopted S. Quay Rd. in Holland.*

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