



PRESS RELEASE

FOR IMMEDIATE RELEASE

July 30, 2009

MEDIA CONTACT:

Julie Wade
Auntie Litter, Inc.
Phone (205) 879-3009
JulieWade@AuntieLitter.org

CITY OF FLORENCE HONORED FOR LITTER-PREVENTION EFFORTS AT 2009 TAKE PRIDE STATEWIDE CONFERENCE



Ed Begley, Jr., Rachel Mansell, Auntie Litter (Pat Mitchell)

© 2009 Bob Farley.



Award for the City of Florence

©2009 Bob Farley

Birmingham, AL— The City of Florence was honored at Auntie Litter's *2009 Take Pride Statewide Conference* in Birmingham on July 28-29 for its litter prevention efforts. Its program depicts the values of the Take Pride Statewide Campaign through litter prevention education, waste reduction and recycling. City of Florence took home the third place award in the category of *Special Event for Litter Prevention*. Their campaign included a Month-long awareness campaign to educate and motivate citizens to keep the city clean; a recycling contest for students; distributed educational placemats to some restaurants and coloring books to children, all which were received at Take Pride Statewide 2008; applied for a grant to expand recycling to the entire county; currently working on a "Shoals Green Initiative" through a partnership with the mayor, industry representatives, Shoals Economic Development, and the recycling center to share "green" information.

Hollywood actor and environmentalist, **Ed Begley, Jr.**, delivered a motivational keynote address encouraging all attendees to "Live Simply So Others Can Simply Live" at the *2009 Take Pride Statewide Conference* hosted by Auntie Litter, Inc. at **Samford University July 28-29**. Begley's 40-minute entertaining and educational presentation focused on simple and easy steps for the participants to green their homes, save money, and conserve our natural resources. Following the presentation, nine communities in Alabama were honored with the **2009 Take Pride Statewide Awards** in the following categories: Litter Prevention Education for Children, Special Event Program for Litter Prevention, and Community-wide Program for Litter Prevention.

The 2009 Take Pride Statewide Conference was dedicated to the late **Mr. William R. Ireland, Sr.**, who helped the Auntie Litter program grow from a one-woman campaign to a national award-winning nonprofit organization providing environmental education programs to thousands of children throughout Alabama. Mr. Ireland believed in improving the quality of life for Alabamians and protecting our environment through education. Based on these ideals, the organization established **The William R. Ireland, Sr. Make a**

Difference Award and honored Vestavia Hills resident, Julie Wade, for giving 150% percent dedication and service to the Take Pride Statewide Program beyond the regular job requirements as Program Director for Auntie Litter, Inc. This prestigious award was presented by Executive Director and Founder of Auntie Litter, Inc., Pat Mitchell, and John Ireland, a son of William Ireland, Sr.

Along with Begley as the Keynote Speaker, conference presenters included **Hoover Mayor Tony Petelos**, **Tuscaloosa Mayor Walter Maddox**, host of APT's *Discovering Alabama*, **Doug Phillips**, founder of the Green Resource Center for Alabama, **Scott Walton**, **Bob Haskins** of Keep Alabama Beautiful, **Kathy Freeland** of Ruffner Mountain Nature Center, **Tony Johnson** of UA Recycling, **Cameron Baxley** of ADEM, **Jessica Dent** of ADECA, **Walter Evans** of Cahaba Media Group and **Candi Williams** of Hands on Birmingham.

Conference workshops focused on litter-prevention education and related environmental issues that affect communities statewide. Participants learned strategies from presenters such as how to determine sources of funding, as well as how to develop a network for idea sharing and problem solving. At the close of the conference, attendees received thousands of educational and campaign materials to implement environmental efforts in their respective communities.

Registered participants included representatives of beautification and recycling boards, educators, government officials, environmental organizations, business and industry representatives, association and civic leaders, and concerned individuals from the following cities around the state:

Alexander City, Anniston, Atmore, Auburn, Autaugaville, Baileyton, Bay Minette, Bessemer, Birmingham, Burkville, Center Point, Centre, Cullman, Dadeville, Fairfield, Florence, Garden City, Gardendale, Graysville, Hayneville, Heflin, Homewood, Hoover, Hueytown, Huntsville, Linden, Madison, Millport, Moulton, Mulga, Pelham, Phenix City, Pinson, Smiths, Sylvan Springs, Troy, Trussville, Tuscaloosa, Vestavia Hills, Wetumpka and Winfield.

2009 Take Pride Statewide Award Winners

Litter Prevention Program for Children

1st Place Town of Millport

2nd Place Phenix City Beautiful, Inc.

3rd Place Town of Garden City/Garden City Elementary School

Special Event for Litter Prevention

1st Place City of Hoover

2nd Place City of Tuscaloosa

3rd Place City of Florence

Community-wide Program for Litter Prevention

1st Place City of Guntersville

2nd Place Lowndes Citizens United for Action

3rd Place Escambia County

2009 Take Pride Statewide Sponsors

The William R. Ireland, Sr. Family, Wal-Mart, Sam's Club, Susan Mott Webb Foundation, Green Resource Center for Alabama, Alabama Power Foundation, Daniel Foundation, Alabama Beverage Association, Publix Super Market Charities, Honda Manufacturing of Alabama, Blue Cross Blue Shield of Alabama, Birmingham Botanical Gardens, Alabama Cooperative Extension Service, Vulcan Materials Center for Environmental Stewardship and Education at Samford University, and the Alabama Department of Economic and Community Affairs.

For media inquiries or more information, contact Auntie Litter, Inc. at 205-879-3009 or e-mail LaShanna R. Tripp at LTripp@AuntieLitter.org.

Auntie Litter, Inc., a national 501(c)(3) non-profit organization based in Birmingham, is dedicated to promoting a clean and healthy environment. Founded in 1990, our organization has been honored with numerous awards for our innovative educational program based on the anti-litter character, "Auntie Litter." Through live presentations, educational workshops, and comprehensive teaching strategies and tools, young people, their families, and educators learn how to conserve our natural resources, eliminate litter in our communities, and practice the environmental 3 R's - reuse, reduce waste and recycle.

#