

FOR IMMEDIATE RELEASE

CONTACT: Kelly Taft
Communications Manager
(602) 452-5020
Or Veronica Graves
Olson Communications
(480) 368-7999

Don't Trash Arizona Hosts Event to Unveil 2012 Campaign and Celebrity Spokesperson
Feb. 23 Event Features Arizona Baseball Player Ryan Roberts

PHOENIX (Feb. 15, 2012) — With a goal of eliminating highway littering in the region, the [Maricopa Association of Governments](http://www.maricopa.gov) (MAG) is unveiling a new [Don't Trash Arizona](http://www.donttrasharizona.com) ad campaign that will target litterers with a new theme, a refreshed look, and a new celebrity spokesman: Arizona professional baseball player Ryan “Tatman” Roberts.

The new campaign emphasizes three of the most frequently tossed trash items on freeways and features a simplified yet bold new logo. Together with [Roberts](http://www.ryanroberts.com), MAG Chair Hugh Hallman, Mayor of Tempe, will reveal the new campaign on **Thursday, February 23, from 3-6 p.m. at [Tempe Marketplace](http://www.tempe.gov), 2000 E. Rio Salado Parkway, Tempe.**

“The *Don't Trash Arizona* program has grown steadily in awareness since it started six years ago, but our survey showed last year there are still plenty of litterers in our region we need to reach,” said Mayor Hallman. “This refreshed logo and campaign, supported by a spokesman who really believes in the cause, should help us reach our goal of significantly reducing highway litter.”

A recent [survey](#) conducted of Maricopa County residents revealed litterers were predominately males ages 18 to 34, and among the top items littered are cigarette butts and beverage containers, including cups and cans. To help reach this audience, MAG found a spokesman with whom younger males could identify and who also had a passion for the beauty of Arizona.

“Tatman” Roberts will serve as official spokesperson this year through the campaign’s radio PSAs, in addition to his appearance at the launch event.

“One of my favorite things about Arizona is the beautiful view most everywhere I look. One of my pet peeves is seeing people throw trash out of their car,” said Roberts. “By getting involved with *Don't Trash Arizona*, I hope I can help make a difference by encouraging my fans not to litter.”

Following the unveiling of the new ad campaign, guests are invited to get autographs and take photos with Roberts. From 3:30 to 6:00 p.m., he will sign one piece of memorabilia per guest and pose for photos.

About *Don't Trash Arizona*

Don't Trash Arizona is a joint effort between the Maricopa Association of Governments and the Arizona Department of Transportation to address the economic, safety, and health impacts of freeway litter along regional and state highways. The program is funded through Proposition 400, which was approved by voters in 2004. That funding encompasses litter pickup, sweeping, and landscape maintenance, as well as litter education and prevention. *Don't Trash Arizona* seeks to change attitudes, awareness, and most importantly, behavior, when it comes to roadway littering.