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Arizona Infielder Ryan Roberts Launches New Anti-Litter Campaign: No Cups, Cans or Butts. *Don't Trash Arizona!*

PHOENIX (Feb. 23, 2012) — The [Maricopa Association of Governments](http://www.azmag.gov) (MAG) kicked off its new anti-littering campaign today with the help of Arizona third baseman Ryan “Tatman” Roberts and Tempe Mayor Hugh Hallman, unveiling a powerful “*No Cups, Cans or Butts—Don't Trash Arizona*” initiative. The new campaign emphasizes three of the most frequently tossed trash items on freeways and features a simplified yet bold new logo.

“When I first came to Arizona, one of the first things I noticed was how beautiful the state was, especially the roadways with manicured desert landscaping and colors,” [Roberts](#) said as he introduced the new campaign. “There’s no better way to preserve that look than by keeping our highways clean and litter-free. Wanting to keep Arizona looking the way I first remembered it, I am thrilled to partner with *Don't Trash Arizona*.”

Together with MAG Chair Hugh Hallman, Mayor of Tempe, Roberts introduced the [new campaign](#) to a crowd of baseball fans and dignitaries, while sharing statistics on why the public initiative is necessary.

- Every weekday, ADOT crews pick up about 500 bags of trash from our regional freeways. That's about 130,000 bags each year and 1.6 million pounds of trash.
- \$3 million in annual taxpayer dollars are spent for the 150,000 hours of labor it takes to pick up trash.
- Cigarette butts represent more than one third of all freeway litter. They take years to decompose and the toxic chemicals in them can leach into the water supply.
- 45 percent of litter falls from vehicles, becoming dangerous roadway debris that causes motorists to swerve. Not only does this result in traffic delays and congestion, it also causes an estimated 25,000 serious crashes per year, more than 80 of which end in fatalities.

The campaign was created to reach the most frequent litterers, men ages 18-34 according to an annual [survey](#) by MAG.

“By using bold graphics, simplified messaging and a ‘grunge’ look to attract attention, we think we’ll effectively reach those who are most likely to litter,” said Mayor Hallman, MAG chairman. “By making the litter elements in our campaign oversized and ugly, we can better represent the effect that it has on our environment. We hope it is as impactful as we think it will be, and brings a reduction in highway littering,” he said.

The campaign will run all year throughout the city at convenience stores and on gas station pump toppers. It will be seen on a mobile truck at events throughout the Valley, and heard on the radio in Ryan Roberts’ own words. Online ads, community events, website updates and social media initiatives will round out the public information campaign.

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.

About Ryan Roberts

Ryan became a fan favorite in 2011 with career highs with 19 home runs and 65 RBIs, including many clutch hits. He is active on social media and interacts with his fans on both [Twitter](#) and [Facebook](#).

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