

FOR IMMEDIATE RELEASE

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**Scottsdale Kids Get Tough On Trash**  
*New PSA Unveiled at Press Conference July 22*

**PHOENIX (July 14, 2014)** Littering is dangerous, disappointing and disgusting, at least according to some pretty savvy Scottsdale kids. Participants who completed the *Don't Trash Arizona, Kids!* outreach campaign this summer are featured in a new public service announcement (PSA) that will be unveiled at a press conference **Tuesday, July 22**. The kids are leaving the educational program with strong opinions about litter, how it affects the environment, and how to prevent it from happening all together.

"You should know if you put something big in a truck, it could fly out if you don't tie it down," Maya Honig, 12 of Scottsdale, said after seeing photos of mattresses and couches on Arizona's highways.

*Don't Trash Arizona, Kids!*, a part of the *Don't Trash Arizona* anti-littering campaign sponsored by the Maricopa Association of Governments (MAG), offered workshops this spring at the Boys and Girls Clubs of Greater Scottsdale and challenged the children to apply what they had learned by writing an essay, shooting a video or snapping photos about litter. Contest winners were chosen to appear in the PSA.

"A lot of people want to visit Arizona, because it's beautiful and we have nice weather," Mackenzie Fowler, 9 of Scottsdale, said. "If they see trash, they'll just want to go home where it's clean."

To congratulate the winners and debut the PSA, Scottsdale Mayor Jim Lane will meet with the kids who participated in the program and commend them for their awareness efforts. The PSA asks the kids to answer questions about litter, and captures their honest reactions to various images of litter on the Valley's roads.

"These kids are Arizona's future drivers, and it is really important to instill a strong, anti-littering message with them now, before they get their licenses," Mayor Lane said. "We are thrilled to know that we have these intelligent and dynamic kids who are willing to act as ambassadors on behalf of Arizona's environment."

***Don't Trash Arizona, Kids! PSA Debut***

**Who:** Scottsdale Mayor Jim Lane, and participants in the *Don't Trash Arizona, Kids!* program with the Boys and Girls Clubs of Greater Scottsdale. Contest winners Maya Honig (essay), Jocelyn Phillips (photo), and Mia Hermanson, Aiden Dorsey and Mackenzie Fowler (video) will also be in attendance.

**When:** 11 a.m. Tuesday, July 22.

**Where:** Boys and Girls Club, Virginia G. Piper Branch, 10515 E. Lakeview Dr. Scottsdale, AZ 85258

**Video Opportunities:** PSA and littering b-roll will be available for press, and is available online at (web address). One on one interviews with youth winners.

***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. Visit [www.DontTrashArizona.com](http://www.DontTrashArizona.com).

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