

BENEFITS OF A LITTER-FREE COMMUNITY

Our anti-litter organization aims to change behavior that causes one to litter. We want to eradicate litter, promote beautification projects and improve quality of life for everyone. Our programs bring citizens together to improve streets, neighborhoods, parks, schools and other public spaces by cleaning up litter and creating safer and healthier communities for everyone.

Here are some facts you don't think about when you think about litter:

- Litter accumulates where there is already litter
- Litter is harmful to the environment, leaching chemicals into soil and water endangering animal and aquatic habitats
- Cleaning up litter is one of the cheapest and easiest ways of home improvement
- Cleaning up litter, graffiti, junk cars and illegal dumpsites deter criminal activity
- Cleaner neighborhoods make residents feel safer, friendlier and healthier
- Cleaner neighborhoods strengthen communities and improve quality of life.
- Cleaner communities improve real estate values and increase economic development

THE BENEFIT OF TREES

The benefits of planting tree extend well beyond aesthetics. According to the Alliance for Community Trees (ACT), these are some of the benefits:

- Tree canopies and root systems are a natural filter for our water supply and can reduce storm water run-off and erosion.
- Trees cleanse the air. Much more than being oxygen producers, tree foliage reduces particles from the air including dust and ozone pollutants. 40 trees remove 80lbs of air pollutants annually.
- 1 million trees = \$5 million in annual air pollution cleanup. (www.actrees.org)
- Trees help cool the air, which can reduce smog and pollution. Homes and businesses shaded by trees use less energy for cooling.
- 1 million tree = \$10 million in annual energy savings. (www.actrees.org)
- Consumers respond positively to healthy environments.
- Trees have a positive economic impact on real estate transactions. Landscaping speeds up the sale of a house by 4 – 6 weeks.
- Shaded business district = 11% increase in business. (www.actrees.org)

PalmettoPride is a 501C3 non-profit dedicated to eradicating litter and promoting beautification in South Carolina. We accomplish this mission using a four-pronged approach to change behavior that causes litter: Education, Enforcement, Awareness and Pickup. For more information, please visit www.palmettopride.org

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