

FOR IMMEDIATE RELEASE
March 24, 2011

REDUCE LITTER BY MAKING REUSABLES PART OF YOUR DAILY ROUTINE IN ALAMEDA COUNTY

*Purchase everything from reusable coffee cups to lunch bags for long-term use
and save money!*

March 24, 2011—Coffee to go, lunch on the run and a quick snack – convenient, but expensive and “trashy.” Disposable coffee cups, and “to-go” style food packaging and wrap cost you more and create litter problems for our creeks and the Bay.

The Alameda County Unincorporated Area Clean Water Program has a convenient solution: reusable cups and food containers. Packaging comprises 46 percent of all litter nationally, according to Keep America Beautiful’s 2009 Visible Litter Survey. Motorists and pedestrians are the primary source of litter everywhere--on roads and highways, in shopping and business districts, and recreational areas.

When litter hits the ground it’s more than just an eyesore. Litter is easily washed into storm drains by rain. It then travels to local creeks and the Bay, where it disrupts delicate ecosystems, harming fish and wildlife. Eventually, our local litter adds to the floating garbage patch in the Pacific Ocean.

Make the switch to reusable items when on the go. Here are some tips:

- Use a reusable cup to keep your morning fuel hot while you’re on the go, and pass on paper or Styrofoam cups. Some coffee shops offer a discount if you bring your own cup.
- Treat yourself to a metal water bottle. They reduce waste, look great and are a better alternative to disposable plastic bottles.
- Avoid crushed sandwiches. Use a container instead of foil or plastic wrap.
- Pack your lunch in a canvas tote or buy a reusable lunch bag instead of brown paper bags.
- Use cloth napkins instead of paper. It’s more elegant—and green.

The Alameda County Unincorporated Area Clean Water Program has more water pollution prevention tips at <http://www.cleanwaterprogram.org/indexHTML.htm>.

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