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**Kids Encouraged to Join the Fight Against Litter
Deadline closing in on Youth Clean Community Challenge**

(ATLANTA – December 6, 2006) The battle against litter in Georgia got a boost this year with the launch of the *Litter. It Costs You* campaign. To fight the good fight, Governor Perdue is now leading a call for reinforcements by inviting kids across the state to be a part of the solution. Youth groups have until January 15, 2007 to join the Youth Clean Community Challenge (YCCC) and use their creativity and enthusiasm to take action against litter.

"The deadline is fast approaching for Georgia's youth to make a difference and express their pride in our state," said Mike Beatty, commissioner of the Georgia Department of Community Affairs. "The Youth Clean Community Challenge empowers children in grades K-12 to get involved in their own neighborhoods and be recognized for their efforts."

The YCCC is part of the statewide *Litter. It Costs You* campaign and is designed to encourage young Georgians to take an active role in three core areas of litter prevention and abatement: education, eradication/clean-up and enforcement. Groups who take action in all three of these categories will be eligible for monetary prizes.

"We are excited to see what groups will come up with, whether it is school clean-ups or teaching litter lessons to other children," added Sheri Henshaw, executive director of Keep Bartow Beautiful. "We know that these kids will have a huge impact in their communities to help target litter now and in the future."

Competitions are divided into two age groups: elementary and middle/high school. Prizes are based on age and the depth of the program in addressing the three core focus areas. They include a certificate or plaque, a *Litter. It Costs You* bookmark, a YCCC wristband and the chance to receive \$500 or \$2,000 awards to help continue litter prevention efforts in their community.

The deadline to register for the YCCC is quickly approaching. **Groups have until January 15, 2007 to sign up.** Participants then have until August 1, 2007 to submit their projects. Top programs will be recognized at the annual Keep Georgia Beautiful awards luncheon, to be held this year in October at the Georgia Aquarium.

Complete rules and registration forms are available online at litteritcostsyou.org.

About *Litter. It Costs You.*

The State of Georgia launched the *Litter. It Costs You* campaign in August 2006. An integrated and comprehensive approach to stopping litter, the campaign encompasses education, eradication and enforcement. The campaign leverages the efforts of state agencies, city and county governments, and volunteer organizations to engage the public and effect change. Resources include an interactive and comprehensive Web site, community challenges for adults and youth, an online toolkit and an education component to reach children. For more information, please visit litteritcostsyou.org.

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