

# EDUCATORS:

## Start talking trash at school.

Teach your students to take pride,  
take responsibility and take action against litter.



# PalmettoPride

**TAKE PRIDE. TAKE RESPONSIBILITY. TAKE ACTION.**

**PalmettoPride** knows that the best time to teach people to avoid littering is before they pick up the habit. That's why we're enlisting the aid of educators like you, as well as individuals and organizations around the state, to enlighten students on littering and its impact.

**Littering has a major effect on South Carolina's image and economy.**

Every citizen needs to be aware that littering not only discourages businesses from locating here, but also that clean up costs consume millions of dollars annually that could be better spent elsewhere. Like on schools, for instance.

To help this awareness effort, PalmettoPride has assembled an excellent set of tools that educators and organizations alike can use to get kids involved.





These puppets are  
no dummies.

PalmettoPride has created a play called **Litter Trashes Everyone**, and it's performed by the lively marionettes and puppets of the Columbia Marionette Theater. Designed to catch a child's attention, this entertaining presentation delivers the message that they can make our state a cleaner, more beautiful place to live.



Better yet, this marionette show has no strings attached. It's free to public elementary schools K-4, and lasts about 25 minutes. Contact us to schedule a performance at your school or a place of your designation. Then prepare your students for some environmentally-friendly entertainment.

## Our mascot is a “litter-rary” giant.

Although our marionettes raise a great deal of awareness, our mascot, shown on the cover, often gets the lion's share of publicity. Louie, the King of Cleanup, was named after USC Head Coach Lou Holtz. He's been spreading the anti-litter message throughout South Carolina since 2002, and the kids love him.



## Kids learn a lot from our litter lessons.

PalmettoPride has also teamed up with the State Department of Education to develop a comprehensive, highly-effective curriculum featuring anti-litter and beautification lessons. These lesson plans meet all the academic standards, and can be used with students at all grade levels. Service-learning litter reduction initiatives are offered, as well as interactive lesson plans. Request a copy of our new interactive cd for your classroom or download lessons at [www.palmettopride.org](http://www.palmettopride.org), or [www.myscschools.com](http://www.myscschools.com).





## Help your students practice what you teach.

Thanks to the "Challenge for the Environment" grant program, your school can apply to PalmettoPride for funds to perform litter reduction events and beautification projects in and out of the classroom. This rapidly expanding program has been hugely successful! Schools can apply for grant funds up to \$3,500. It's easy to apply, just visit our website and download an application form.




Litter Trashes Everyone. Don't Do It.

## Here are some things even educators may not know:

1. Statewide, over 20,000 volunteers participate annually in the Great American Cleanup, which includes litter pickups, as well as beautification and community involvement projects.
2. For a small monthly fee, companies, organizations or civic groups can participate in the Palmetto Prideways program to ensure that a 2-mile stretch of Interstate is kept litter-free by Department of Corrections inmates.
3. A plastic beverage bottle takes over 450 years to decompose.
4. Anyone filing a state income tax form can contribute a dollar or more to support anti-litter initiatives by simply checking the litter control box.
5. A plastic bag will not disintegrate for 20 years.
6. You can report someone for littering by calling **LITTER BUSTERS** at **1-877-7-LITTER**, or #LB on your Alltel or Cingular cell phone.
7. You can get a complete description of all PalmettoPride programs at [www.palmettopride.org](http://www.palmettopride.org).
8. Penalties for littering under S.C. law can be fines up to \$1,087, community service and can lead to jail terms from 30 days to one year.
9. 50% of the calls received by the Litter Busters Hotline involve trash being thrown from a vehicle.
10. PalmettoPride has created a new, interactive cd of their curriculum for your classroom. Request a copy at [www.palmettopride.org](http://www.palmettopride.org).





## Ten things you can do in your classroom to beautify our state.

1. Teach the PalmettoPride Anti-Litter Curriculum.
2. Sign up your school as a Palmetto Prideway sponsor.
3. Encourage your school to join SCDOT's Adopt-A-Highway Program.
4. If you teach elementary grades, urge your school to schedule the **"Litter Trashes Everyone"** puppet show.
5. Address your school's PTA/PTO to get parents and students involved in community clean-up projects.
6. Request that your school post the litter laws around campus, so that students are aware that littering is a real crime with real consequences.
7. Organize a student chapter of PalmettoPride.
8. Include a link to [www.palmettopride.org](http://www.palmettopride.org) on your school website.
9. Ask your school to display the decomposition rates for typical litter items, a great project for your students.
10. Help your kids develop a project that could qualify for a **"Challenge for the Environment"** grant.



Help us to discourage  
our young people from littering  
before they start.



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Contact us toll-free at 1-877-PAL-PRDE,  
or visit [www.palmettopride.org](http://www.palmettopride.org)  
for more information.