

T U R N I N G H I G H W A Y S I N T O P R I D E W A Y S



THINK
OF IT AS
10,560
FEET OF
CORPORATE
GOODWILL

PalmettoPride

SCDOT

SCDC

PALMETTOPRIDE PRIDEWAYS



Who Can Sponsor A Prideway?

Anyone. It doesn't matter if you're a big corporation, small company, church group or individual, you can show everyone you care about South Carolina and that you take pride in keeping the Palmetto State clean. To sponsor a Prideway, call

PalmettoPride

at 1-877-PAL-PRDE (1-877-725-7733)

or log onto our web site at

www.palmettopride.org.

*Join in the effort
to clean up South Carolina,
and remember,*

**Take Pride.
Take Responsibility.
Take Action Against Litter.**

Without Your Help It's An Ugly Road Ahead

Did you know millions of pounds of trash are carelessly tossed on South Carolina roads each year? Last year, litter removal groups were only able to clean up a small fraction of that trash.

And litter is more than an eyesore. It can cause deadly accidents, it has an extremely negative effect on tourism, it's an environmental and economical nightmare and it costs taxpayers millions. Trash on our roads not only reflects poorly on the pride we take in our state, cleaning it up is a serious challenge.

There is a program dedicated to turning our highways into "prideways" called Palmetto Prideways. It's sponsored by PalmettoPride, the SC Department of Transportation and the SC Department of Corrections.

And its success depends on you!



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What's PalmettoPride?

PalmettoPride is a nonprofit organization 501(C)3 created to fight litter and beautify South Carolina. PalmettoPride focuses not only on cleaning up litter, but also changing people's attitudes toward littering. Although no one readily admits to littering, according to Keep America Beautiful, 60% of the people who litter do it intentionally.

Unfortunately, changing people's behavior and attitudes is not going to happen overnight. That's why PalmettoPride is more than a one-month or one-year program. It's a continuous effort on many different levels that includes education, enforcement, awareness and pickup to help change behavior.

F CORPORATE GOODWILL

Be A Part Of The Solution

PalmettoPride has teamed up with the South Carolina Department of Transportation and the Department of Corrections to clean up litter from South Carolina's highways. We still need your help. That's why we're asking people like you across the state to become a Palmetto Prideway sponsor.

Being a Palmetto Prideway sponsor is a great opportunity to show anyone and everyone who travels our interstates that you care about keeping South Carolina clean and beautiful. That means while we're out cleaning up litter, you'll be cleaning up on corporate goodwill, pride and recognition.

Here's how it works:

- Each Prideway consists of approximately two miles of Interstate.
- Your organization contracts with PalmettoPride for signage and cleaning of your section.
- The Department of Corrections will clean, remove and properly dispose of litter twice a month.
- We'll put up signage, like the one you see here*, that recognizes your company as a Palmetto Prideways sponsor.



* All logos that are included on the signs will be white art-work of the logo on a green background. The SCDOT will approve actual logos on a case-by-case basis.

SPONSORSHIP PROGRAM



With Pride Comes Safety

We value our state's beauty, but we never take safety for granted. Unlike some clean-up programs, Palmetto Prideways does not require sponsors to recruit volunteers to do the clean-up work. All Prideways segments are cleaned by Department of Corrections inmates under the direction of experienced roadside maintenance professionals.

PalmettoPride

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