



For Immediate Release

Media Contacts:

- Mary Appelman, SGW. 973-263-5182, mappelmann@sgw.com
- Nancy Sergeant, SGW, (973) 263-5471, nsergeant@sgw.com
- Sandy Huber, Clean Communities Council Inc., 609-989-5900, njccc@njclean.org

NJCCC Expands Slam Dunk the Junk Campaign: Opens First Satellite Office and 'Adopts' New Jersey Adopt-a-Beach Program

New Brigantine Satellite Office Dedication on May 28
Draws and Supports Statewide Volunteers

BRIGANTINE AND TRENTON, N.J. – May 24, 2011 – The New Jersey Clean Communities Council (NJCCC) is expanding its Slam Dunk the Junk antilitter campaign by launching a new satellite office in Brigantine to support its statewide, volunteer-based litter abatement efforts, and by “adopting” the New Jersey Department of Environmental Protection (NJDEP) Adopt-a-Beach program, which focuses on cleaner beaches, rivers, lakes and other waterways.

The May 28 kickoff of Adopt-a-Beach and a celebration of the new satellite office starts at 9 a.m. at 17th Street and Ocean Avenue, Brigantine. Congressman Frank LoBianco, Brigantine Mayor Phil Gunther, local councilmen and other dignitaries are slated to help dedicate the new location and the expansion of the Slam Dunk the Junk program.

The event commemorates the first time that NJCCC, a nonprofit 501(c)(3) corporation, spearheads beach and waterway cleanup under its Slam Dunk the Junk volunteer-based, antilitter program. The celebration brings renewed focus to protecting the health and safety of New Jersey’s residents, visitors and wildlife, especially as the summer season brings more people to our beaches, parks and waterways.

“NJCCC’s first satellite office supporting Slam Dunk the Junk and Adopt-a-Beach symbolizes the importance of keeping New Jersey green and clean, as well as the volunteer efforts that achieve that goal, particularly during strict economic times,” states Sandy Huber, executive director of NJCCC.

Trash dropped on our streets is not only unsightly, but much of it is carried to our waterways by storm water runoff, explains Huber. Through Adopt-a-Beach, groups and individuals are encouraged to reduce health risks to our public and water wildlife by “adopting” and committing to keep clean portions of a beach, bay, river, lake and/or other waterway for one year. Sign-ups for environmentally aware individuals, businesses, municipalities, counties and community groups wishing to join or coordinate an Adopt-a-Beach cleanup are ongoing at www.njclean.org. This website also contains information about all of NJCCC’s Slam Dunk the Junk antilitter services and offers a 60-second Slam Dunk the Junk PSA.

NJCCC’s new satellite office is based in the Brigantine Beach Historical Museum. It provides easy physical access to waterway cleanup materials, planning and other assistance for Adopt-a-Beach and other grassroots volunteer efforts around the state.

Because NJCCC already assists hundreds of New Jersey towns with antilitter programs and education efforts through Slam Dunk the Junk, it is uniquely positioned to expand its litter abatement efforts to the state’s waterways by spearheading Adopt-a-Beach with support from NJDEP, the program’s previous sponsor.

“It makes perfect sense to broaden NJCCC’s antilitter expertise and the spirit of cooperation it generates to include our coastlines, bays, rivers and streams,” states NJDEP Commissioner Bob Martin. “Our new affiliation helps the NJDEP achieve a shared goal and maximize its resources during difficult economic times while making an important program even better.”

For years the NJDEP coordinated two statewide cleanup efforts in which thousands of volunteers participated. However, its last seasonal cleanup was canceled due to NJDEP’s lack of organizational resources. Volunteers are “revved up” to team-clean the state’s waterways and other natural resources, says Huber, and through Slam Dunk the Junk, there is now a central access point to release those efforts.

“NJCCC is excited about continuing the tradition of seasonal land and waterway cleanups by leveraging its network of counties and municipalities to stimulate and proliferate volunteerism,” says Huber. “Our new satellite office helps open the floodgates of volunteerism and is the next step in building on this tradition.”

For more information about the May 28 event, go to www.njclean.org, email Sandy Huber at njccc@njclean.org or call 609-989-5900.

About the Slam Dunk the Junk Campaign

NJCCC’s Slam Dunk the Junk statewide antilitter campaign was created in May 2009 to educate people about proper waste handling and to encourage residents and visitors to put trash where it belongs — in cans or recycling bins, not on the ground or in waterways. Since then, thousands of adults, as well as children from kindergarten to high school, have helped Slam Dunk the Junk by organizing and participating in antilitter projects throughout the state. Coca-Cola Bottling Co., Covanta Energy Corp., Waste Management of N.J., the N.J. Food Council and the N.J. Chamber of Commerce are among the businesses embracing the program. Slam Dunk the Junk has led to numerous grassroots cleanup efforts, primarily along local, county and state roads, as well as in

urban areas where litter tends to accumulate. Those interested in joining or coordinating a local cleanup or in learning more about how they can get involved in the New Jersey Clean Communities Council's Slam Dunk the Junk program can call 609-989-5900 or visit www.njclean.org. Visitors to the website can also view the 60-second Slam Dunk the Junk PSA.

About the New Jersey Clean Communities Council Inc.

NJCCC was established in 1986 to help change the attitudes that cause littering. It is a 501(c)(3) nonprofit corporation under contract to the New Jersey Department of Environmental Protection to oversee grants disbursed to 559 towns and 21 counties for the implementation of litter abatement programs and to provide for a statewide program of public information and education. Its awards programs honor businesses, community organizations, schools and individuals for making New Jersey cleaner and greener. Contact the NJCCC at 479 West State Street, Trenton, NJ 08618, 609-989-5900, www.njclean.org.