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Media Contacts:

Mary Appelmann, 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

Slam Dunk the Junk to Help Keep New Jersey's Waterways Clean this Summer

Vacation No Time to Rest from Antilitter Efforts

TRENTON, N.J., – June 23, 2011 – Schools are closed, vacations have started and the July 4th holiday is near, drawing tri-state residents to New Jersey's beaches, lakes and rivers. As children and adults begin to unwind, it's no time to rest from protecting New Jersey's waterways from harmful trash – particularly the litter that accumulates and can last a lifetime.

New Jersey's vacationers can reduce litter during an eco-friendly stay or day trip as they *Slam Dunk the Junk* this summer! Little effort is required to place one's trash – and even a stranger's – into the hundreds of thousands of receptacles provided at or near the state's waterways.

"Between June and September, the amount of garbage that accumulates particularly on New Jersey's beaches escalates – but that doesn't have to be the case," says Sandy Huber, executive director of the New Jersey Clean Communities Council. "It takes a spirit of cooperation to achieve the goal of litter abatement in New Jersey, but it starts with individuals. It's not someone else's job to put litter in its place."

"Even small amounts of litter are unsightly, unhealthy and dangerous. Litter causes blighted waterways resulting in an increase in taxes and a decrease in tourism and industry; loss of civic pride and morale; and a negative public image," asserts Huber. "New Jersey can't afford this in any way."

NJCCC's *Slam Dunk the Junk* volunteer antilitter campaign brings renewed focus to litter abatement and to protecting the health and safety of New Jersey's residents, visitors and wildlife, especially as the July 4th holiday and summer season bring more people to the beaches, parks and

waterways. NJCCC recently expanded its Slam Dunk the Junk antilitter campaign by launching a new satellite office in Brigantine and by “adopting” the New Jersey Department of Environmental Protection (NJDEP) [Adopt-a-Beach](#) program.

Huber suggests these tips for reducing litter in New Jersey this summer:

Slam Dunk the Junk:

- Look around for the trash and recycling receptacles. Ever notice that as the beach empties, garbage receptacles become more visible? Take an extra second when the beach is crowded to locate and use the nearest receptacle, usually just steps away.
- When hiking in state parks and/or to remote waterway areas, hold onto your trash until you find a proper receptacle.
- Bring a refillable water bottle. This is environmentally friendly and it will save you money at concession stands and rest stops.
- Carry items in reusable bags that you can carry out – preferably with wrappers, cans and other garbage inside!
- As you travel to and from your destination, never toss trash out of a car window. Keep a bag handy to *Slam Dunk the Junk* right there in your car. Trash dropped onto the streets is not only unsightly, but much of it gets carried to the waterways by storm water runoff.
- Adopt a Beach! The popular, volunteer-based Adopt-a-Beach litter abatement program focuses on cleaner beaches, rivers, lakes and other waterways throughout New Jersey.

Adopt-a-Beach

Huber invites environmentally aware individuals, businesses, municipalities, counties and community groups – as well as non-residents who frequent New Jersey’s waterways -- to join or coordinate an Adopt-a-Beach cleanup this summer. All are encouraged to reduce health risks to the public and water wildlife by “adopting” and committing to keep clean portions of a beach, bay, river, lake and/or other waterway. NJCCC now spearheads this program, with support from the NJDEP. [Sign-ups](http://www.njclean.org) are ongoing at www.njclean.org.

Max Kesselman, a 10-year-old resident of Pennsylvania and summer resident in Ventnor, New Jersey was disturbed by the amount of trash where he vacations. He created Max’s Mission (www.maxsmision.com) to spread the word and motivate cleanups. The Adopt-a-Beach efforts Max and his team completed along the Ventnor/Margate/Longport beachfront earned him NJCCC’s title of 2011 Adopt-a-Beach Ambassador of *Slam Dunk the Junk*.

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. In 2011 NJCCC merged the state’s Adopt-a-Beach program, formerly handled by the NJDEP, into the *Slam Dunk the Junk* campaign. 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 Whole Foods 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.

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 (NJDEP) 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. In 2011 it “adopted” the state’s Adopt-a-Beach program from the NJDEP. Its awards programs honor businesses, community organizations, schools and individuals for making New Jersey cleaner and greener. For more information, contact the NJCCC at 222 West State Street, Trenton, NJ 08608, 609-989-5900, www.njclean.org. Visitors to the website can also view a 60-second *Slam Dunk the Junk* PSA.

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Photos Courtesy of: Max Kesselman

Editor’s Note: 300 dpi photos attached

Photo caption: Max Kesselman summer resident of Ventnor, New Jersey, was named New Jersey Clean Communities 2011 Adopt-a-Beach Ambassador of *Slam Dunk the Junk* for creating Max’s Mission initiating beach clean ups after noticing the litter others left behind. Max and his sister, Sydney Slam Dunk the Junk at Margate in June 2011.



Photo caption: Max Kesselman, New Jersey Clean Communities 2011 Adopt-a-Beach Ambassador, knows the value of putting litter in its place to protect the beaches he loves.