



**ADOPT-A-HIGHWAY**  
LITTER REMOVAL SERVICE OF AMERICA, INC.

# cleanMATTERS

CLEAN WORKS QUARTERLY NEWSLETTER

"Your Road to a Cleaner America!"

FALL 2013



## introducing NEW PARTNER – DeIDOT

We are proud to announce a new partner to our team, DeIDOT. AAHLRSA will now be managing the Sponsor-A-Highway program in Delaware. If you have any questions about the program and would like to sponsor a segment of highway in Delaware, please contact territory manager, Paige Woods at [paige@adoptahighway.net](mailto:paige@adoptahighway.net).



*Thank you to Royal Farms for helping keep Delaware highways safe and clean.*

## cleanFACTS

**"Cost effective marketing to millions of drivers with signage that works 24/7!"**

Vehicles traveled a total of 2.25 trillion miles on U.S. roads in 2012.



The Crab Cooker markets to Californians, who drove more than 84 billion miles last year. **You can be seen while we clean.**

## Clean Works

Thank you to our sponsors and Earth Day Network's Canopy Tree Project. We have planted 3,850 trees!



to find out how to join our **CLEAN WORKS TEAM** contact us at:

**800-HWY-ADOPT**  
(800.499.2367)  
**[www.adoptahighway.net](http://www.adoptahighway.net)**

4407 Manchester Ave. #201  
Encinitas, CA 92024

## meet WasteZero®

WasteZero is our degradable bag supplier. AAHLRSA **voluntarily elected to use degradable litter bags** in ALL of our markets, before it is mandated.

WasteZero delivers programs and products that reduce waste going into landfills and incinerators, improves recycling rates, and generates revenue. They provide supplies to states and cities across the country saving customers money and reducing waste every single day.

AAHLRSA is also working with WasteZero to collect/sort recycled material more effectively using a reversible two color bag to enable recycling "on the fly". **AAHLRSA and WasteZero steering Your Road to a Cleaner America.**

## quote from our winner SUBWAY IN CT

**"**Subway Restaurants World HQ is proud to be partner with the Adopt-A-Highway program in Connecticut. Our more than 900 employees at our Milford Campus pride themselves on supporting our communities and working to be **green** in any areas we can. **This is an easy and effective way to help keep our roadways and environments clean.** With nearly 40,000 restaurants around the world many markets support similar programs in their areas. The team at Adopt-A-Highway Litter Removal Service of America makes it easy to **'do the right thing.'** We are proud to be Team Subway and proud to be on Team Adopt-A-Highway! **"**

Michele DiNello, Director, Corporate Communications  
Subway Restaurants World Headquarters, Connecticut

**AAHLRSA is PROUD to partner with Subway – EAT FRESH!**



*Thank you to our Testimonial Contest Winner, Michele DiNello, Subway World HQ*