

cleanMATTERS

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



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Litter...How long until it is GONE?



PAPER
2-6
weeks

FOOD
1-6
months



ALUMINUM CANS
80-200
years

PLASTIC BOTTLES
450+
years



PLASTIC BAGS
10-1000
years



GLASS
MILLION
years

STYROFOAM
NEVER



TRASH TALK...

Decomposing rates of trash made from natural materials such as paper and cardboard is much faster than plastics, metal, and glass. Paper and cardboard respond quickly to natural decomposition processes while man-made materials suffer from slow decomposition rates.

Is it ever really gone?

As **plastics** break down, toxic chemicals leach into the soil and groundwater. If they decompose in a body of water, the marine life absorbs the toxic chemicals. In fact, scientists are now finding plastic in fish. Since we eat fish, it is disgusting but true that we are eating our own litter!

Styrofoam presents problems because it is made up of tiny balls of plastic. As it breaks down, these balls are released into the

environment. They can get spread by wind or water and find their way into watersheds, and potentially the ocean. Fish and birds cannot tell the difference between poisonous Styrofoam fragments and real food.

Next time you have the option between a plastic or a compostable container for your takeout, choose wisely so that your trash does not become your dinner.

Connect with us on
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for SAFETY TIPS
and
DOT UPDATES
Who knows you might see
a sign you recognize.



Top 5 REASONS COMPANIES Sponsor-A-Highway



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TRASH OR TREASURE?

There are literally hundreds of things you probably did not know you could recycle. As they say... *"One person's trash is another person's treasure"*.

When you recycle or re-purpose something, make a choice for the environment!

Fabrics/Clothes:

Jeans – Donate them or convert them into a reusable bag.

Towels & Linens – Animal shelters love old towels to make cozy animal beds.

Shoes – If gently used, donate them. If worn out, give to an organization that recycles into black tops, playground equipment or flooring.

Household/Office Items:

Batteries – Most batteries, even car batteries, are recyclable, and should be because they are full of toxic chemicals.

Refrigerators – Manufacturing companies and recycling centers drain refrigerators of coolant and recover the recyclable materials.

Shower Curtains – Repurpose it as a drop cloth, under a picnic blanket, or waterproof cover.

Computers & Cell Phones - Recyclers take them apart to recover precious metals, scrap metals & plastics. Phones can also be refurbished and sold again.

Health/Beauty:

Prescriptions – Instead of flushing, look for programs in your community to donate or safely dispose of medications. Flushing down the toilet hurts the environment by exposing fish and plant life to medications.

Eye Glasses – Can be donated to an organization that gives glasses to people in need.

CAUSE MARKETING: SHOWCASING GOOD WORKS

Cause marketing promotes worthwhile causes, but it also helps brands differentiate and drive growth. In a global study, 91% of consumers said they were likely to switch to a brand that supports a good cause. Additionally, 92% said they would buy a product with a social or **environmental** benefit if available.

Cause marketing offers the opportunity to make a difference locally, nationally or globally. But, it can also benefit your business goals.



believe it is no longer enough for corporations to give ; they must integrate good causes into their everyday business.

Of course, monetary support is necessary, but more and more, demonstrating social responsibility allows businesses to connect with customers and create brand awareness.

We believe keeping the highways litter free, the environment cleaner and showcasing your logo on a highway sign is a beneficial way for corporations to give back to the community and spread awareness.



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

Our name says it all

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