



**For Immediate Release**

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## **Southern Nevada Agency Partnership (SNAP) Major Anti-Litter Campaign Roll-out Event *Don't Trash Nevada***

**Las Vegas, NV...** At 10 a.m., Thursday, October 12, at Sunrise Mountain, the Southern Nevada Agency Partnership (Bureau of Land Management, National Park Service, US Fish and Wildlife Service, and U.S. Forest Service) will unveil a major anti-litter campaign called *Don't Trash Nevada*. Senator John Ensign, Public Lands Institute at the University of Nevada Las Vegas, community partners and volunteers will also participate in the event and the ongoing campaign.

This anti-litter campaign will include television, newspaper, billboard, radio, and other media products some of which will be displayed at this event. The main goals of the campaign are to educate residents and visitors about the problems and costs associated with litter and desert dumping, and more importantly, prevention.

Dumping is unsightly, unsanitary, causes extensive resource damage and is illegal. Additionally, it is becoming more and more expensive for government agencies and private land holders to constantly address this growing problem. In 2005, the SNAP Anti-Litter and Desert Dumping Team conducted seven major clean-ups, with 465 volunteers contributing 2,208 hours and removing 237 cubic yards of trash. These clean-ups and the new *Don't Trash Nevada* campaign are possible because of funding made available by the Southern Nevada Public Land Management Act.

Southern Nevada is home to some of the most spectacular and highly visited public lands in the Southwest – areas like Mt. Charleston, Red Rock, Lake Mead and the Desert National Wildlife Complex Areas. The purpose for this campaign is to create a connection and respect for public lands. Along with these unique natural and recreational experiences, responsibility and respect for public lands is a must for our generation and for future generations. Keeping public lands litter-free is everyone's responsibility.

Immediately after the *Don't Trash Nevada* roll-out, a barbecue sponsored by Republic Services will be served followed by a volunteer clean-up.

**Driving Directions:** Take I-15 north, exit on Lake Mead Boulevard and drive east for 14 miles. The event will be located on the right-hand side of the road. Signs and parking attendants will guide you to the event grounds.

The Public Lands Institute at the University of Nevada, Las Vegas, a major partner with SNAP, specializes in education, research, and community engagement projects related to public land management and stewardship in the Southwest.

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*Experience and protect your public lands*