

# GOOD CITIZENSHIP

## Adults Urged To “Pitch In!” To Reduce Litter <sup>®</sup>

(NAPSA)—Although there aren't any disco lights, polyester suits or platform shoes anywhere to be seen, a leading beer maker has reached into the 1970s to bring back a successful anti-litter educational campaign—to help address litter concerns in the new millennium.

In doing so, Anheuser-Busch, the world's largest brewer, has teamed with the Izaak Walton League of America (IWLA), an organization that also believes Americans want to see litter put in its place.

The “Pitch In!” campaign is based on a successful effort that debuted in 1971, in cooperation with the United States Brewers Association. During its heyday, the campaign tagline became part of popular culture and helped strengthen litter prevention efforts across the country.

However, as new programs and public policy solutions came along to address litter, the “Pitch In!” campaign became less prominent. Yet many organizations, including IWLA, have been active all along in preventing and fighting litter. As early as the 1920s, IWLA and its chapters were fighting litter at the grassroots level—battling the “Litterbug” in the 1950s and continuing its activism by implementing ongoing community clean-up efforts.

“Both Anheuser-Busch and the Izaak Walton League have been involved in landmark anti-litter efforts,” said Joshua Winchell, director of IWLA's Outdoor Ethics Program. “Our ongoing commitment to the fight against litter is underscored by this new partnership. This anti-litter campaign will unite the complementary skill sets and experience of both organizations to forge an effective, grassroots approach in the battle against litter.”

Anheuser-Busch and its wholesalers have been involved in litter-prevention efforts for more than a decade, according to Charles Poole, director of environmental communications.

Keeping with this tradition, a variety of items to help individuals and communities prevent litter are being offered as part of the new “Pitch In!” campaign. In addition, the campaign is designed to

increase awareness about the impact of litter in our communities and promote the importance of individual responsibility in preventing the problem.

“Since the successful campaign in the early '70s, litter in our communities, our parks and on our roads and highways has re-emerged as an issue of concern for many people,” said Poole. “We felt strongly that the time had come to provide renewed support for those who need the tools and information to attack this problem. Clearly, the time has come to remind everyone to ‘Pitch In!’”

Materials being provided to support the campaign are available through local Anheuser-Busch beer distributors and national and local chapter offices of IWLA. These materials include:

- A community litter prevention guide and brochure which help individuals and groups understand how to organize a community clean-up and provide important educational information about litter prevention.

- A contemporary version of the 1971 “Pitch In!” logo, which is featured on bumper stickers, trash bags, car litter bags and window stickers for use in cars and homes.

- Newspaper and outdoor advertisements will be placed in communities around the nation to discourage littering and encourage the community to “Pitch In!”

“This effort was a good idea 30 years ago, and it's a good idea today,” said Richard F. Keating, vice president and senior government affairs officer for Anheuser-Busch. “We have consistently urged policy leaders to look first to the effectiveness of voluntary educational efforts before imposing legislative solutions to address litter. Our broad network of distributors and IWLA's even broader grassroots organization will help ensure that ‘Pitch In!’ is as big of a success today as it was back in the 1970s.”

For more information about Anheuser-Busch's efforts to help protect and preserve the environment, or to download a copy of the publications and “Pitch In!” logo, visit [www.abenvironment.com](http://www.abenvironment.com). For information about IWLA's various conservation efforts, visit [www.iwla.org](http://www.iwla.org).