



NEWS
For Immediate Release

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Three North Little Rock schools certified as Litter-Free Zones

NORTH LITTLE ROCK (Dec. 2, 2010) – Belwood Elementary, North Heights Elementary and Seventh Street Elementary have been certified as Litter-Free Zones by Keep Arkansas Beautiful (KAB). The schools, part of the North Little Rock School District, make a total of nine certified campuses in Pulaski County and 26 statewide.

The schools, which have met all the requirements for certification, were recognized during special assemblies in November. Each school received Litter-Free Zone signs to post around campus and a \$1,500 grant from the the North Little Rock City Council for its continued participation in the program.

“These three schools have proven to be exceptional community resources to educate, inspire and engage students to personally accept greater responsibility for protecting their environment,” said Robert Phelps, KAB director. “The Litter-Free Zone program is a student-led initiative that empowers students to not only eliminate campus litter but also understand the greater impact litter has on a community, its appearance, pride and environmental quality of life.”

The Litter-Free Zone program, funded by an \$82,000 Walmart Foundation grant and designed for elementary and middle school students, encourages students to apply the program’s principles in class, on campus and in the school’s neighborhood, then eventually throughout the community. Students participating in the Litter-Free Zone program become “Litter Scene Investigators.” As they identify litter on campus and apply critical thinking skills, they question where it comes from and who or what might be responsible for creating it. As students collect

and analyze their findings, they create solutions for controlling and eliminating the problem, using skills from other core curricula, including math, science, social studies, English and art. They also visit with local law enforcement officers to learn about litter law enforcement practices.

“This program is centered on service learning, providing students a hands-on educational opportunity that extends beyond the classroom and into the community,” said Jack Singleton, Litter-Free Zone statewide coordinator. “Students learn civic responsibility while improving their school campus and local community.”

Twenty-six schools across the state have been certified as Litter-Free Zones through the Keep Arkansas Beautiful Foundation program. Other Litter-Free Zones include Berryville Intermediate (Berryville), Berryville Middle School (Berryville), Carver Magnet Elementary (Little Rock), East End Elementary (Sheridan), East End Intermediate (Sheridan), Eureka Springs Elementary (Eureka Springs), Happy Hollow Elementary (Fayetteville), Holcomb Elementary (Fayetteville), Ida Burns Elementary (Conway), Leverett Elementary (Fayetteville), Park Hill Elementary (North Little Rock), Pike View Elementary (North Little Rock), Prairie Grove Middle School (Prairie Grove), R.E. Baker Elementary (Bentonville), Root Elementary (Fayetteville), Sherwood Elementary (Sherwood), Sugar Creek Elementary (Bentonville), Sylvan Hills Elementary (Sherwood), Tate Elementary (Van Buren), Thomas Jefferson Elementary (Bentonville), Washington Elementary (Fayetteville), Washington Magnet Elementary (Little Rock) and Willis Shaw Elementary (Springdale).

The Keep Arkansas Beautiful Foundation provides ongoing support to help certified schools maintain their Litter-Free Zone status. To maintain their certification, Litter-Free Zone schools must have a group of students in the program each year and must participate in the Great American Cleanup™ in Arkansas each spring and the Great Arkansas Cleanup each fall. Schools interested in applying for the Litter-Free Zone program are encouraged to contact Singleton at litterfreezonekab@gmail.com.

About Keep Arkansas Beautiful

As a certified state affiliate of Keep America Beautiful Inc., Keep Arkansas Beautiful works to inspire and educate individuals to reduce litter, recycle and keep Arkansas beautiful. It operates as a division of the Arkansas Department of Parks and Tourism and is overseen by a nine-member commission appointed by the governor. KAB is funded by 1 percent of the eighth-cent conservation tax and, by utilizing volunteers, returns to the state a cost benefit of \$15.34 in community service for each program dollar spent. The nonprofit Keep Arkansas Beautiful Foundation helps underwrite the work of the commission. For more information about the Litter-Free Zone program, visit LitterFreeZone.com or KABFoundation.org. For more information about KAB, call toll-free 888-742-8701, visit KeepArkansasBeautiful.com, or stay connected at Facebook.com/KeepArkansasBeautiful or YouTube.com/DontLitterAR.