



NEW JERSEY DEPARTMENT OF TRANSPORTATION

## NEWS

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### **Please Don't Trash Our Garden State NJDOT public awareness campaign is flying high to encourage motorists to keep highways litter free**

**(Trenton)** – The New Jersey Department of Transportation (NJDOT) announced today that it is launching an anti-litter campaign aimed at summer travelers. The main component will be flying an aerial banner over the Jersey Shore with the message: *Please Don't Trash Our Garden State*.

"The New Jersey Department of Transportation encourages everyone to do their part in keeping New Jersey's roadways clean and litter free," Commissioner Diane Gutierrez-Scaccetti said. "Flying a banner in the skies above the Jersey Shore is a creative and simple way to remind millions of people to respect the environment and keep New Jersey beautiful by simply putting trash in its proper place."

The *Please Don't Trash Our Garden State* banner will be flown over the 147 miles of coastline between Cape May and Sandy Hook, and back again. The flights will begin this weekend, July 10 and 11, and continue each weekend through Labor Day. The message will be viewed by approximately two million people each weekend.

As motorists travel to the shore or other destinations across the state, the Department suggests keeping trash in the car until it can be properly disposed of in a recycle bin or garbage can. The aerial banner is part of the *Please Don't Trash Our Garden State* anti-litter campaign that will include social media posts further expanding the message reach.

NJDOT crews consistently work to maintain our state highways to keep them clean and litter free, which includes targeting graffiti removal. More than 11 thousand tons of litter have been removed over the past three-and-a-half years at a cost of nearly \$8 million. In addition, the Department has removed 76,500 square yards of graffiti along state highways. Putting litter in its place saves money and keeps our roadways safe from debris, keeps drains clear, and beautifies the state. The campaign is being paid for through Federal funding.

To report litter or other roadway maintenance issues, such as potholes on a State Highway, motorists can call 1-800-POTHOLE or click on the Highway Maintenance Reporting button on the NJDOT homepage at <https://www.njdotproblemreporting.com/>.

Motorists are encouraged to check NJDOT's traffic information website [www.511nj.org](http://www.511nj.org) for real-time travel information, and for NJDOT news follow us on Twitter [@NewJerseyDOT](https://twitter.com/NewJerseyDOT) or on the [NJDOT Facebook page](#).

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