



News Release

FOR IMMEDIATE RELEASE

Date April 30, 2012

Cover Your Cargo to Obey the Law & Keep Roadsides Safe & Clean

Edgecombe County Distributes Free Tarps – May 11, 2012

Rocky Mount, NC – Keep America Beautiful of Nash & Edgecombe Counties and Edgecombe County Solid Waste kicks off its 2012 Tarp Awareness campaign by offering free tarps and educational fliers to individual truck owners on May 11, 2012. Representatives from Keep America Beautiful of Nash & Edgecombe Counties and Edgecombe County Solid Waste will be at the Edgecombe County Convenience Center located at 349 Baie Road in Rocky Mount from 9 am to 3 pm.

Keep NC Beautiful (www.KeepNCBeautiful.org) and the NC Department of Transportation have joined to remind drivers to properly secure cargo in truck beds which prevents accidents and reduce roadside litter. Funding for this campaign is made possible by a UPS Community Improvement grant.

The campaign will also reinforce General Statute 14-399 which makes it illegal to haul an improperly secured load and can result in a \$2,000 fine, community service work and one point on a motorist's driver license upon conviction.

"We know that litter from uncovered trucks is not only hazardous and unsightly, but costs taxpayers millions of dollars to remove," says Cornelia McGee-Anthony, Keep America Beautiful Coordinator. Helping our citizens make covering truck loads a habit will help everyone take responsibility for the cleanliness of our community and keep unintentional litter from plaguing our roadsides."

DETAILS:

- The following counties are participating- Bladen, Franklin, Gastonia, Mecklenburg, Nash/Edgecombe, Onslow, Pitt and Wake. For more information on the program, please contact KNCB State Leader and Program Manager Brenda Ewadinger at 704.442.0791 or bewadinger@KeepNCBeautiful.org.

INFO ON KEEP AMERICA BEAUTIFUL OF NASH & EDGECOMBE COUNTIES:

Keep America Beautiful of Nash & Edgecombe Counties is a local certified Keep America Beautiful (KAB) affiliate. We are here to maintain and improve the beauty of the Twin Counties. We do this through mass media campaigns and uniting neighborhood groups, churches, businesses, government agencies, and service groups. Edgecombe and Nash Counties and the City of Rocky Mount provide KAB's basic operating budget while local businesses, civic groups, and industry provide the additional support that makes KAB great. For additional information, visit www.rockymountnc.gov/kab.

INFO ON KEEP NORTH CAROLINA BEAUTIFUL:

Keep NC Beautiful (KNCB) is a nonprofit organization that engages and supports organizations and individuals to keep NC beautiful through a network of 33 local affiliates in 31 counties. Our focus areas are litter prevention and cleanups, waste reduction, recycling and beautification.

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