

Our mission:

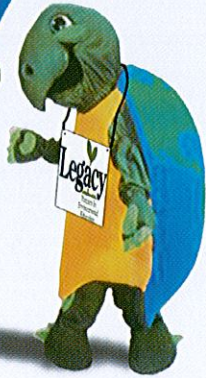
The mission of the The Montgomery Clean City Commission is to educate and motivate Montgomerians to take action for a cleaner environment and a more attractive city.

Say Hello to Froggles and Terry

They're our newest mascots and they're a big hit with school children and adults throughout Montgomery.



Terry



Froggles

They are available, along with our other mascots Talking Tree and Professor Environmental, to visit your school, children's group or youth organization.

Thank You
Legacy
Partners In
Environmental
Education

Funding for this brochure and for the professionally created costumes for our two newest mascots was made possible by a generous grant from Legacy, Inc. Partners in Environmental Education.



The Montgomery Clean City Commission was chartered by the Montgomery City Council in 1975 to pursue the goals of Keep America Beautiful. Today, we are one of 565 KAB affiliates nationwide. Friends of Montgomery Clean City Commission is the 501(c)3, non-profit fund raising arm of MCCC. Your tax-exempt contributions to Friends of the Montgomery Clean City Commission go to support the following:

MCCC Projects

- | | |
|-----------------------------------|---------------------------|
| Alabama Recycles Day | Funky Junk Art Contest |
| Avenue of the Oaks | Great American Clean-up |
| Clean Campus Contest | Herb Day |
| Community Pride Awards | Litter Ordinances |
| Community Service Worker Programs | Neighborhood Clean-ups |
| Councilman's District Clean-up | Plant-it-Montgomery |
| County Clean-up Days | Sanitation Awards |
| Cypress Pond Creek Program | Tree Committee Programs |
| Earth Day Safari | Water Festival |
| Enviro Bowl Judging | Weyerhaeuser Grant Judges |

Recycling Programs

- | | |
|-------------------------------|------------------------|
| Curbside Recycling | Rechargeable Batteries |
| Christmas Trees | Telephone Books |
| Mobile Phones | Used Oil |
| Printer Cartridges | |

Montgomery Clean City Commission

Keep America Beautiful

P.O. Box 1111, Montgomery, AL 36101
(334) 241-2175

*Make Trash
Extinct*



*Keep
Montgomery
Beautiful.*

Make Trash Extinct!



When dinosaurs disappeared off the face of the earth 65-million years ago, they didn't leave a big mess behind. People are something else altogether. We're making a big mess while we're still here. The unwanted leftovers of everyday life and business clog our disposal systems, clutter our landscape and lower the quality of our lives. Litter is casually tossed from car windows. New home construction debris is left behind in residential neighborhoods. Rubbish falls from uncovered trucks. Unbagged garbage rots on rural roads.

We can stop it.

The Montgomery Clean City Commission has a plan.



First, we must make litter extinct and we must prevent the accumulation of trash in public places.

Second, just as prehistoric creatures became the fossil fuels that power modern industry, we must recycle our waste materials into reusable products.

Third, unlike the dinosaurs who became the victims of their environment, we

must become the masters of ours. By cleaning up landscapes and planting trees and flowers, we can enhance the beauty that is Montgomery's heritage.



There will always be waste products. But there doesn't always have to be a waste problem.

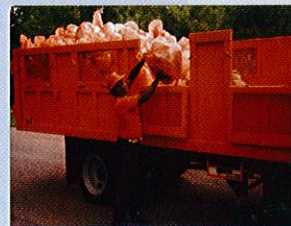


Trash isn't cheap.



Cleaning up our highways and roadsides costs Alabama taxpayers millions of dollars each year. Cleaning up city streets and sidewalks costs Montgomery taxpayers hundreds of thousands of dollars. It's all taxpayer money. It's money that could be in our pockets.

Trash is wasteful.



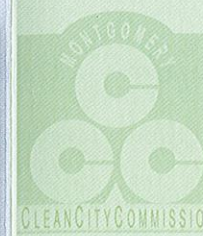
Nearly 300-thousand tons of trash is dumped at the Montgomery landfill each year. An estimated 40 percent of that waste could be recycled, saving acres of landfill space and thousands of dollars in energy costs.

The energy saved by recycling one aluminum can is enough to half-fill that can with gasoline. The energy saved recycling one newspaper can light a 75-watt bulb for 24 hours, long enough to read a dozen newspapers. Each ton of recycled newspaper saves 17 trees.

Trash is ugly.



Trash doesn't just disappear with time. The filter tip on a discarded cigarette won't disintegrate for 15 years. A styrofoam cup tossed from a car will last 20 years and an aluminum can nearly a century. As for glass, look at it this way. If dinosaurs had possessed bottles, we'd be finding broken glass among the prehistoric fossils.



You can make a difference.

In fact, if anything is going to change, you must make the difference. Here are some ideas to help you make a difference.

Change your habits.

Pick-up two pieces of litter a day. Recycle plastic, aluminum, paper and other reusable waste. Plant a tree. Don't ever litter. Set an example and encourage others to join you in making a difference.

Adopt-a-spot.

Get together with friends, co-workers or club members and select a public park, a neighborhood, a highway or an interchange. Keep it clean. Then, brag about it.

Request a speaker.

The Montgomery Clean City Commission makes dozens of presentations each year to schools, civic clubs, business organizations and neighborhood groups. Our talking tree and our two newest mascots are also available for all school presentations.

Work on an MCCC Committee.

Volunteer for a Montgomery Clean City Commission standing or special committee and help carry out the Keep America Beautiful work plan. Committees include: Business/Industry, Communication, Education and Recycling.

We want your help.

Call the Montgomery Clean City Commission at (334) 241-2175