



PICK IT UP-TOSS NO MAS ANTI-LITTER PROGRAM

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February 10, 2023

Dear Business Owner,

On behalf of the litter prevention campaign Pick it Up-Toss No Mas, you are invited to help us keep Silver City clean and beautiful by participating in our new Business Pledge Program.

Initiated in 2018 by Mayor Ken Ladner, the Pick It Up – Toss No Mas anti-litter campaign encourages community members, businesses, and organizations to join forces to keep our community litter free. The program is a partnership between the Town of Silver City and the Silver City Watershed Keepers, with an advisory committee that includes Silver City-Grant County Chamber of Commerce, Silver City Recycles, Silver City MainStreet, SWNMACT, Southwest Solid Waste Authority, and the New Mexico Department of Transportation's Toss No Mas Program.

Building upon our successful monthly community trash cleanups, the Pick It Up - Toss No Mas Business Pledge Program directly engages businesses in community litter prevention efforts.

Our aim is to prevent litter in Silver City, build community pride, and turn our town into a much cleaner place for everyone to enjoy. As a local business, you have the power to help educate your employees and community members about the importance of proper disposal of trash, collection of recyclables, and litter prevention. Cleaner streets, storefronts, sidewalks, and public rights of way create a more beautiful community for residents and visitors alike.

By taking the pledge, businesses commit to keeping areas around their businesses clean and litter free by providing adequate trash receptacles and recycling bins, educating employees about the importance of proper disposal and recycling of solid waste, and promoting the litter prevention goals of the program.

Businesses that take the pledge can show their support for keeping Silver City litter free by prominently displaying the Pick It Up-Toss No Mas business pledge sticker on their storefront door, window, or other visible location. Our program will provide the sticker, promotional materials, and a checklist to help guide businesses in fulfilling their pledge.

Participating businesses will be recognized on the new Pick It Up -Toss No Mas website and in newspaper ads and radio spots. Annual awards will also be given to thank businesses for their commitment to the program.

We also provide additional opportunities for businesses to participate, such as our Roadway Steward Program where businesses, individuals and organizations adopt a roadway zone of their choosing and make a one-year commitment to periodic cleanups. We can also provide trash cleanup supplies (e.g., trash bags, safety vests, gloves, trash pickers) for employee cleanups.

If you'd like to participate, please fill out the attached business pledge form and we will contact you to start the quick and easy onboarding process.

If you have any questions, please contact me at 575-654-4678 or email me at pickituptossnomas@gmail.com and I can assist you.

Thank you for considering taking the Pick It Up-Toss No Mas Business Pledge. You can help make a difference in keeping our community clean and beautiful!

Sincerely,

A handwritten signature in black ink that reads "Candice Baca". The script is fluid and cursive, with the first letters of each word being capitalized and larger than the rest of the letters.

Candice Baca
Pick It Up-Toss No Mas Program Coordinator