

**Gum Litter Taskforce Press Release**  
**For immediate release: 17<sup>th</sup> of June 2008**

**North Tipperary County Council chosen as part of Gum Litter Taskforce  
national campaign**

The Gum Litter Taskforce (GLT) has announced that North Tipperary County Council will be among 21 local authority areas to participate in the second phase of activity in its national Gum Litter Action Campaign. The major public awareness campaign is part of a nationwide push to change attitudes to gum litter and raise awareness of the gum litter problem by encouraging people to dispose of their gum responsibly in the bin.

This announcement follows the review and assessment of the highly successful pilot campaign in 2006 and first phase of the national campaign which ended in November 2007. Each of these campaigns successfully raised awareness of the gum litter issue and promoted the more responsible disposal of gum.

The national campaign, which commenced on the 16 June, represents the centrepiece of the programme of activity of the GLT which was established in 2006 as a joint initiative between the Department of the Environment, Heritage and Local Government and the gum industry as represented by Food & Drink Industry Ireland (FDII) a business sector of IBEC.

This second phase of the national campaign will include multi format outdoor advertising, in-store and around store advertising, point of sale materials and the promotion of greater awareness of litter fines for the irresponsible disposal of chewing gum in the North Tipperary area.

There will also be a national and regional radio advertising campaign that will reach people throughout the country to reinforce the responsible gum disposal messages. An education road show has already visited schools around the country as part of an ongoing schools programme run by the Gum Litter Taskforce to educate young people to dispose of their used gum responsibly.

Commenting on the announcement Paul Kelly, Chairman of the GLT said, "We were delighted with the success of last year's campaign and this year we want to build upon that success. The number of local authorities taking part this year is proof of the growing momentum of this campaign".

The GLT will now commence work with North Tipperary County Council in order to develop a specific programme of action for the area. "Each town and area has its own unique characteristics and North Tipperary County Council will be provided with materials and advertising to support the specific needs of the local authority area" Mr Kelly added. "I look forward to the second phase of the nationwide campaign making a lasting and positive difference to our streets and environment generally".

The 21 local authority areas participating in the second phase are the City Councils of Cork, Dublin, Galway, Limerick and Waterford, the County Councils of Cavan, Fingal, North Tipperary, South Dublin, South Tipperary, Westmeath, Dun Laoghaire Rathdown, Monaghan, Longford, Leitrim, Wexford, Laois, Kildare, Kilkenny and Donegal and the Town Council of Westport.

**Ends**

**Further information:**

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**About the Gum Litter Taskforce**

The Gum Litter Taskforce (GLT) was established following a negotiated agreement between the Department of the Environment, Heritage and Local Government and the chewing gum industry.

The joint initiative is the result of negotiations between the Department and Food and Drink Industry Ireland – a business sector of IBEC - on behalf of the chewing gum industry. This follows the publication of the Government Study on Chewing Gum, Fast-Food packaging and ATM receipt litter.

The GLT is charged with developing and implementing an Action Programme to tackle gum litter in the most sustainable way – by changing behaviour, the root cause of the issue.

Members of the GLT include representatives of the chewing gum industry, Department of the Environment, Heritage and Local Government, Food and Drink Industry Ireland, Department of Education and Science, ENFO, ECO UNESCO, Foroige, local authority representatives and Retail Ireland.