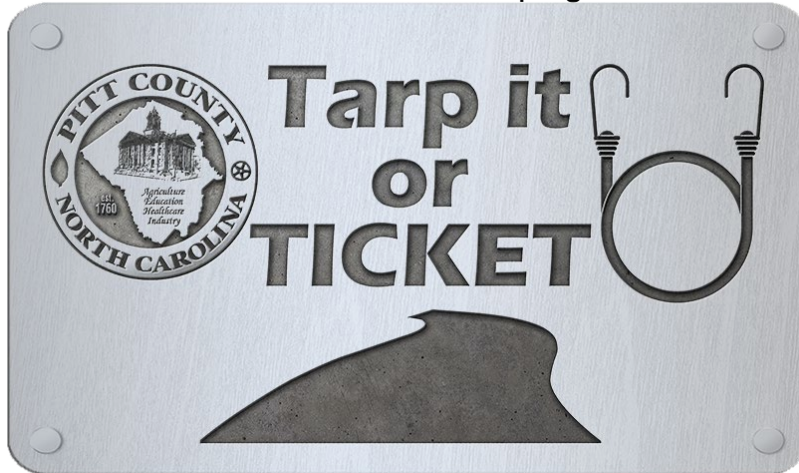


**FOR IMMEDIATE RELEASE:**  
May 1, 2023



## **Pitt County Launches Tarp It or Ticket Anti-Litter Campaign**

Part three of the educational campaign series to run May 1 – June 30, 2023



**PITT COUNTY, N.C.** – The Pitt County Board of Commissioners approved County leadership’s recommendation to form a litter taskforce in May 2022 to address widespread littering and illegal trash dumping in Pitt County.

With taskforce input, a multimedia campaign series was developed by Solid Waste and Recycling and the Pitt County Public Information Office to educate residents through marketing ads and campaign activities including: *Litter Free for You and Me*, Pitt County Schools Fourth Grade *Litter Challenge* and a DOT sponsored *Litter Sweep* from January through April 2023.

**Part three, [Tarp It or Ticket](#), begins Monday, May 1, 2023** to educate the public on the enforcement of fines and penalties for littering, unsecured loads and illegal trash dumping. The campaign features a commercial, print and digital ads and new signage at County office buildings and convenience sites.

Illegal dumping can result in penalties up to \$2,000. The campaign ends Friday, June 30, 2023 with **enforcement beginning Saturday, July 1, 2023**.

County businesses and residents are instructed to **secure all trash loads** with a tarp, cargo net or tie down. Unintentional littering is still littering! Free tarps will be available at flash giveaway events during the campaign. Residents are educated on **how to report illegal dumping** to SWR Enforcement by phone, email, or online form/QR code. To report illegal dumping, **call 252-902-3357** (office) or 252-414-0378 (cell), email [nick.whaley@pittcountync.gov](mailto:nick.whaley@pittcountync.gov) or online at [www.PittCountyNC.gov/IllegalDumping](http://www.PittCountyNC.gov/IllegalDumping).

**Learn more at** [www.PittCountyNC.gov/LitterFree](http://www.PittCountyNC.gov/LitterFree) or **watch** the [Tarp It or Ticket video](#).

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