

Litter-Free Parks Campaign

Statement:

This public service advertising campaign for the Town of Bloomfield, CT, uses a series of outdoor signs at local parks to build awareness on litter's impact on Nature and quality of life.

To drive excitement, we created a display at town events with posters from the signs, and offered kid-friendly literature, such as "Trash Trivia," plastic-free picnic basket giveaways, and a real turtle with his very own litter-free sign.