

## "Covered Bridges Festival - A Litter Free Event"

The bad news is that we were all saddened by the act of devastation in the loss of the historic covered bridge in Madison County. This act of the bridge burning appears to be a symbol of civil disobedience just as the act of littering is a sign of a problem in society (although not of the same severity). They both reflect a lack of pride and respect for our land, property and one another.

The good news is that the Covered Bridge Festival held October 12 & 13th was highly successful. It helped to provide the support and encouragement for local efforts to continue with plans to replace the burned bridge. In addition the event was also successful in becoming a "litter free" event. The local committee put forth extra efforts to assure that it was litter free and worked with Keep Iowa Beautiful to meet that objective.

Every event of this type needs to consider adding the objective of making them "litter free". That goal helps to assure people that we care about event quality and it reinforces that we are sincere in the efforts to change behavior patterns.

The challenge to our school communities is to make athletic and entertainment events litter free. This can immediately change behavior patterns in the younger generations. Talk to your school officials about how it can work in your schools.

LET'S HAVE A "LITTER FREE" PARADE!!!! LETS MAKE IT CLEAN!!!

To obtain additional information on the organization please contact:

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See you in the next column featuring the "Measuring Success".

*Helping to Keep Iowa Beautiful*

Gerald F. Schnepf, Executive Director