

To: Local Officials in the Headwaters of the Nueces Basin
From: Sky Lewey, Resource Protection and Public Education
Date: 6/3/2005
Re: Litter Prevention Campaign

The Nueces River Basin is known for its crystal clear and refreshing headwater streams—but as more and more people come to enjoy them, more and more trash is left behind. People need to be reminded that their actions make a difference. As part of the Nueces River Authority's Headwaters Stewardship Project, funded by the Texas State Soil and Water Conservation Board through a grant from the Environmental Protection Agency, we are supporting a litter prevention campaign. "Up To You", delivered in symbolic short-hand, is the battle cry of this campaign to cultivate public responsibility for river resources, placing the buck squarely where it belongs, on the individual. This locally-driven litter prevention campaign is an effort to protect not only the area river systems from pollution problems, but also to sustain a rural economy that is increasingly dependant on tourism dollars.

"Up To You" has limited funding and will work best when local organizations find creative ways to implement it. For instance, this summer the Friends of the Frio, a local environmental group, and the First State Bank of Uvalde have teamed up to produce and distribute 30,000 river-ready litterbags in cooperation with local outfitters, retailers and campground owners in the Frio, Sabinal and Nueces Canyons. The bags were designed as part of the campaign supported by our Headwaters Stewardship Project, but the cost of their production is being paid for by the Friends of the Frio (FOF). Nueces and Sabinal Canyon distributors of the bags are purchasing them from the FOF group.

The "Up To You" message will be promoted with posters and a billboard on U.S. Highway 83 north of Uvalde. The Uvalde HEB store is hosting a display and self-serve litter bag vending area where bags can be purchased with a one dollar donation. The proceeds will help support the FOF litter bag project.

The Nueces River Authority wants to encourage other local efforts in promoting the "Up To You" campaign. Please help us identify organizations or opportunities to promote "Up To You" in your City or County. You may contact me at the Nueces River Authority's Uvalde Office, 278-6810 or via email at slewey@nueces-ra.org

