



Nueces River Authority

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Uvalde, TX

Locals Battle River Litter with a Message of Personal Responsibility and a River-Ready Litter Bag

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. “This year local businesses and river protectors are fighting back with a first-ever river litter prevention campaign that touts personal responsibility,” according to Clarice Gulley Satel, spokesperson for the Friends of the Frio, a non-profit river conservation group.

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. The Friends of the Frio and the First State Bank of Uvalde have joined the campaign by producing and distributing 30,000 river-ready litterbags in the Frio, Sabinal and Nueces Canyons this season. The bags carry the campaign logo and clever instructions for use printed in English and Spanish. Tube and kayak rental businesses along the rivers will encourage recreation-ists to take a litterbag with them as they float.

“This locally-driven litter prevention campaign is an effort to protect not only the area river systems from non-point source pollution problems, but the sustainability of a rural economy that is increasingly dependant on tourism dollars”, according to Bill Dillard, Senior Vice President of the First State Bank of Uvalde whose donation made possible the litter bag project.

“As the rangelands of the Nueces Headwaters are increasingly used for recreation, the pristine quality of our headwater streams is being threatened. River litter testifies to public insensitivity toward the resource” said Sky Lewey, Resource Protection and Public Education Associate for the Nueces River Authority. “People need to be reminded that their actions make a difference.”

“Every Fall, at the end of the tourist season, we have conducted a river clean up and collected thousands of pounds of litter from the river. But this year we’re asking our river visitors to clean as they go, and hopefully our Trash Bash will be a non-event” said Anne Mael, President of Friends of the Frio.

In addition to litter bags, the UP TO YOU campaign will be visible through posters hanging in area businesses and a billboard reminder 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 through a one dollar donation with proceeds going to sustain the campaign.

The Nueces River Authority is anxious to support other local efforts with the UP TO YOU brand, education and promotional items. UP TO YOU is a component of the Headwaters Stewardship Project funded by the Texas State Soil and Water Conservation Board through a grant from the Environmental Protection Agency.

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