Take Pride in America in Southern Nevada:

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Executive Summary

- Take Pride in America in Southern Nevada wins national Take Pride in America Award for best state program and Senate recognition
- Zia Engineering begins work on Recycling Plan
- Name the Mascot contest drawing interest and support
- Dumping and litter prevention information for Northern Nevada added to web site
- Three events conducted this quarter
- Team reaches milestone of 60 events since inception
- Agreement with Spring Mountain Youth Camp finalized

Summary of Attachments

- Meeting Agendas and Minutes
- Award photos
- Targeted ads for messaging campaign
- Name the Mascot contest flyer

Take Pride in America National Award

The Take Pride in America in Southern Nevada program was named the best state program in the nation. The recognition came from Take Pride in America, a national partnership program aimed at increasing volunteer service on America’s public lands. Each year, Take Pride selects outstanding examples of stewardship across the country. The Southern Nevada program was one of 11 national award winners, representing projects and events in more than eight states.

The team attended an awards ceremony on July 18, 2008, in Washington D.C. The Take Pride in America award was presented to the team by Secretary of the Interior, Dirk Kempthorne and Take Pride in America Executive Director, Katie Loovis. Erik Walker, U.S. Forest Service; Lisa Christianson, Bureau of Land Management; Amy Sprunger, U.S. Fish and Wildlife Service; David Hughey, National Park Service; Erika Schumacher, Bureau of Land Management; and Doug Joslin, Public Lands Institute, attended the ceremony.

The team also received special recognition from Senators Reid and Ensign while in Washington D.C. The Senators presented the team a Certificate of Recognition and Distinction during a breakfast reception at the U.S. Capital. The team met with staffers after the presentation. The
Senator’s staff was told of the tremendous success of the program and the team thanked the Senators for their continued support (see attached photos).

**Collaboration with Interagency Teams**

The Interagency Anti-Litter Team met twice this quarter, on August 27, 2008, and September 24, 2008 (see attached Agendas and Minutes). The Team continues to meet on a monthly basis and is providing direction on all four subtasks as detailed below.

Project Manager Joslin has been working in cooperation with the Interagency Volunteer Team since the resignation of Donna Grady. Mr. Joslin agreed to help manage all IVP team events including clean-ups, restoration projects, training and other projects.

**Task 1: Strategic Planning and Project Management.**

**Recycling Efforts**

With team approval, the services of Zia Engineering were secured to assist with the development of a recycling plan. Zia Engineering’s project manager, Richard Hertzberg, has over 25 years experience in the solid waste management field. He has prepared 100 integrated solid waste management plans for clients around the United States. These include projects for such diverse places as the State of Hawaii and County of Hawaii; Waterbury, Connecticut; Dakota County, Minnesota; Clark County, Nevada; Navy bases in San Diego; the County of Los Angeles; and the cities of Long Beach, Santa Monica, West Hollywood, and Redondo Beach in Los Angeles County.

Mr. Hertzberg spent September 9, 2008 through September 12, 2008 visiting with members of the team, other federal employees with knowledge of recycling, and local recycling firms. He is preparing his preliminary finding for the team. When the team approves the preliminary findings, a draft report will be prepared and presented to the Board for comment. The goal is to present to the Board at the October 24, 2008 meeting.

**Task 2: Messaging Campaign**

During this quarter, Don’t Trash Nevada has run media on, radio, newspaper, magazines, and Spanish language outlets. The campaign continues the Bronze Quill award winning campaign with a notable addition. As per the media campaign plan approved by the SNAP Board, Don’t Trash Nevada is adding targeted messaging to the general awareness efforts of Phase I. The current phase of the plan includes ads designed specifically to address contractors and desert dumping (see attached). The new ad will appear in AGC Construction Connection as well as the Las Vegas Review Journal and In Business Las Vegas.

This quarter saw the production and release of the Don’t Trash Nevada Day promotional video. This video chronicles Don’t Trash Nevada Day events and will be used as a promotional item for the team. The video is posted in the media section of www.donttrashnevada.org.
Program Website

The Don’t Trash Nevada official Web site (www.donttrashnevada.org) launched on October 12, 2006. The site includes information related to illegal dumping and litter prevention, clean-up events, recycling, household hazardous waste management, and the anti-litter pledge. Data for the period of July – September 2008 indicate 122,669 successful server requests, and 20,123 successful page requests (See Figure 1 below). This is an 8% increase compared to the previous quarter and reflects the efforts to increase traffic to the site as well as the influence of the current messaging campaign.

A special feature of the website is the anti-litter pledge (www.donttrashnevada.org/pledge.htm). This pledge gives site visitors the opportunity to take a pro-active stance in supporting clean public lands. Between April and June 2008, 28 people took the pledge. Since the pledge’s inception in October 2006, 897 people have taken the pledge. The names of all persons taking the pledge are entered into a spreadsheet for tracking purposes. The pledge is available on the Don’t Trash Nevada web page and is available at all public outreach events.

To encourage campaign visibility and outreach, people who take the pledge receive a thank you card, a Don’t Trash Nevada lapel pin, and a trash bag bearing the Don’t Trash Nevada logo and Website address via the mail.

Outreach

The team developed and is currently conducting a name the mascot contest (see attached) to increase interest among kids. The mascot contest asks children to suggest a name for our newly developed mascot. The new mascot is going to help tell people how to protect our cities and deserts by not littering. The contest is open to all kids in Nevada who are 14 years old and under. The contest ends October 15, 2008. The child who suggests the winning name will receive a new Dell Laptop Computer, while runners up will receive an iPod Nano.

The team has expanded its website outreach to include Northern Nevada. In cooperation with Keep Truckee Meadows Beautiful, content about the program was added to the Don’t trash Nevada website. This information is relevant to people living in Northern Nevada and will be
promoted by Keep Truckee Meadows Beautiful. This partnership is expanding Don’t Trash Nevada into a statewide initiative.

**Task 3: Litter and Desert Dumping Clean-ups**

The Take Pride in America in Southern Nevada Team participated in three clean-up events this quarter. The small number of events was due to weather considerations.

A total of 192 volunteers, donated 1,931 hours to our public lands during three volunteer events. According to the Independent Sector, which provides data for calculating the economic impact of volunteers, the volunteer events this quarter have had an economic impact of $17,000. (See Figures 2-7 on the next pages).

![Number of volunteer clean-ups by quarter](image)

**Figure 2** shows the number of events per quarter since program inception.

![Number of volunteers by quarter](image)

**Figure 3** shows the number of volunteers participating in events each quarter since program inception.
Figure 4 shows volunteer hours contributed each quarter since program inception.

Figure 5 shows the value of volunteer hours since program inception in dollars and cents.

Cubic yards of waste removed by quarter

Take Pride in America • Quarterly Report
Figure 6 shows the number of cubic yards of waste removed from public lands by volunteers and other supported clean-ups since program inception.

If each cubic yard of waste removed by the anti-litter team were stacked on top of each other the stack would reach 11,124 feet high.

Figure 7 compares the volume of trash removed from public lands since program inception to a popular monument.

as of June 30, 2008
Table 1 below provides totals for the number of events, volunteers, hours, economic impact, and waste removed through the efforts of the Anti-Litter Team since inception.

<table>
<thead>
<tr>
<th>Number of events</th>
<th>60</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of volunteers</td>
<td>3049</td>
</tr>
<tr>
<td>Number of volunteer hours</td>
<td>13480.5</td>
</tr>
<tr>
<td>Economic impact of volunteers</td>
<td>$260,353.88</td>
</tr>
<tr>
<td>Cubic yards of waste removed by volunteers and other supported clean-ups.</td>
<td>2800</td>
</tr>
<tr>
<td>Cubic yards of waste removed by alternative work forces</td>
<td>908</td>
</tr>
</tbody>
</table>

Table 1 summarizes totals for Don’t Trash Nevada clean-up efforts since its inception.

Volunteer Clean-Up Events

- **September 25, 2008 – The Great Unconformity – BLM**
  During this event, 56 students worked for four hours and removed 5 cubic yards of waste.

- **September 27, 2008 – Red Rock NCA, White Rock – BLM**
  A total of 36 Volunteers joined Don’t Trash Nevada for this National Public Lands Day event. The volunteers constructed steps to improve a hiking trail. The work was difficult but three new erosion control steps were built.

- **October 4, 2008 – Government Wash – NPS**
  Held in celebration of National Public Lands day, this event targeted a heavily used recreation area in the Lake Mead NRA. Volunteers made a huge difference and continued the improvements to this area over the past several years.

Additional Dumpsters and Roll-off

No new trash capacity was added this quarter.

Alternative Work Force Clean-Up Events

No alternative work force events were conducted this quarter.

The team added a new alternative workforce this quarter. An agreement was signed that allows the Spring Mountain Youth Camp to perform work. The Spring Mountain Youth Camp can perform a variety of services such as repair and maintenance of hiking trails, litter removal, sign construction and weed pulling. The Spring Mountain Youth Camp has performed work for the Forest Service and the Bureau of Land Management. This new agreement will create more opportunities for the anti-litter team to utilize their services.
Task 4: Judicial System Analysis

On October 26, 2006, a draft Judicial System Analysis report was presented to the Interagency Law Enforcement Team for review. The Judicial Analysis was determined to be complete by the SNAP Executive Director on February 23, 2007. The Executive Director requested that the Law Enforcement Team provide written comments to include within the Judicial Analysis. Once these comments are incorporated into the report, it will be submitted in compliance with the task agreement.

Submitted by:

Margaret N. Rees, Principal Investigator

October 5, 2008

Date
Meeting Agendas and Minutes
Anti Litter Team Meeting

"THE A-TEAM"

Date: August 27, 2008
Time: 9:00am – 3:00pm
Location: NFS HQ

Meeting called by: Erika Schumacher and Douglas Jodlin
Attendees: Gordon Gilbert (in training)
            Nancy Bernard
            Amy Sprunger
            Bob Louden

Please bring: Clean-up info and be ready to answer questions about the recycling project

9:00-9:15  Introductions
          All

9:15-10:15  Clean-ups
            There are many events scheduled in the coming months and I want to be sure to avoid any confusion. It can get difficult if the resources of IVP and our team are stretched too thin. Please bring any and all information about clean-ups that you have for your agency and I will have the schedule for events as I know it to be. We can make sure everyone is on the same sheet of music after the awards and vacation doldrums.

            We have added a new page to Don’t Trash Nevada that is password protected. Many people have trouble with GroveSite and some don’t have it so we made http://www.donttrashnevada.org/documents/

            User name: donttrashnevada
            Password: sphma123

            This page has the calendar of clean-up events and you can view it from here as needed. Any changes will result in a report of the edited document so this will always be the most up to date.

10:15-11:15  Budget
            PLI has new staff on board that is helping with budgets. I will give an update about the budget for review and discussion.

11:15-11:30  Truck, etc
            Everything looks good. Money questions have been asked and procedures put in place. I will brief everyone on the truck.

11:30-12:30  Conference Call with Zia Engineering
            It wasn’t exactly easy but the contract, as approved by the SNAP Board for the Recycling report is in place. We will have a conference call with Richard Hertzberg to discuss the following and perhaps more:
            1. What do you hope to see the report address?
            2. What outcomes do you want to see?
            3. Who should Richard talk to about procurement/contract issues within your organization?
            4. Can a contract for services be accomplished jointly by all four agencies? i.e. Service First or another cooperative agreement or agency MOU?
5. Who would we contact to discuss a MOU, etc.
6. Which facilities within your agencies would you like to see included in a recycling plan?

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>12:30-1:00</td>
<td>Lunch</td>
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<tr>
<td>1:00-2:30</td>
<td>Work Plans</td>
</tr>
<tr>
<td></td>
<td>Tara Lucero may attend this meeting to discuss work plans and round 4 and 5 consolidation discussed in June.</td>
</tr>
<tr>
<td>2:30-3:00</td>
<td>Round Table</td>
</tr>
</tbody>
</table>

Additional Instructions:
Anti Litter and Desert Dumping
Team Meeting Minutes

Meeting called by: Erika Schumacher and Doug Joslin
Type of meeting: Regular Monthly
Facilitator: Doug Joslin
Note taker: Doug Joslin
Timekeeper: Doug Joslin
Attendees: Nancy Bernard, Bob Loudon, Ericka Schumacher, Amy Sprunger
Invited Guests: Tami Lucero and Joan Guilfoyle

Please read:

Please bring:
Minutes

Agenda item: Clean-ups
Presenter: Team

Discussion:

October 11th clean-up at Sunrise. This was not on the original IVP/DTN event list. Wendy will be in charge of event. Don’t Trash Nevada to help with equipment and registration. Want 50 Volunteers for event.

October 18th is eco-dive but has not asked for help as of yet

Henderson is ramping up their program so the outreach event is one thing but we will be working with them as the trails begin to expand into and closer to fed land.

Nancy asked team to make nominations for the volunteer awards. Nomination is due September 8th. E-mail to volunteer coordinators or Nancy Bernard.

Calendar on GroveSite was discussed. Team thinks calendar is OK on Don’t Trash site to give access to those without GroveSite access. Joan later advised team that no documents will be posted anywhere but GroveSite and to take the calendar of events down.

Conclusions:

Action items

<table>
<thead>
<tr>
<th>✓ Nominations for volunteer awards</th>
<th>Person responsible</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>All</td>
<td>9/8/08</td>
</tr>
</tbody>
</table>

Agenda item: Budget
Presenter: Doug Joslin

Discussion:

Take Pride in America • Quarterly Report
Doug presented current budget numbers as of July 31st to the team.

Conclusions:

<table>
<thead>
<tr>
<th>Action items</th>
<th>Person responsible</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>✅</td>
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</table>

**Agenda item: Truck**

**Presenter:** Doug

**Discussion:**

Everything looks good to proceed. PO will be cut soon and approval letter from BLM for UNLV OSP records is being completed. Truck will be F250.

Conclusions:

<table>
<thead>
<tr>
<th>Action items</th>
<th>Person responsible</th>
<th>Deadline</th>
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</thead>
<tbody>
<tr>
<td>✅</td>
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<tr>
<td>✅</td>
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</tr>
</tbody>
</table>

**Agenda item: Zia Engineering**

**Presenter:** Doug and Richard Hertzberg

**Discussion:**

Zia Engineering will be helping the team assemble a recycling plan. Richard joined the team via conference call to discuss the project and get team input. Richard asked the team to think about the following questions to prepare for his upcoming site visits.

Richard Hertzberg questions

1. Are you all the contact for this project – yes
2. What sites/facilities will be included in the recycling efforts?
3. What are the procurement and contracting practices currently and how would they come into play for new recycling contracts?
4. Can team members get garbage bills and any other paperwork pertaining to waste management for Richard to review?

Key question – the more material you can consolidate in one area the more likely you are to get a service provider to service recycling.

Conclusions:
Team to meet with Richard the week of September 8th. Doug to make agenda (see attached).

Agenda item: Work Plans and other Tami Lucero updates
Presenter: Tami Lucero

Discussion:
Consolidation—Application for consolidation has been completed and the Board and Snplma have agreed in principle. Tami will submit the request to consolidate 4 and 5 to make the end date will officially become Sep 30th, 2010.

Tami has asked that we submit any comments to her concerning the request by Sep 3rd. E-mail is fine. Respond with approval. No response is considered an approval.

Round 6

Work plan has been questioned by board. Want to see the round 6 TA soon.

Want to see our status money wise, i.e. how much we have in 4 and 5 and how much we have left and how round 6 will influence the overall project.

Present to the board this financial view on Sep 19th. Doug and Ericka to present on that day. We will get together before hand to review.

Conclusions:

Action items

- ✓ Doug and Ericka to meet and discuss budget and Board presentation
  
  Person responsible: Doug and Ericka
  
  Deadline: 9/1/08

- ✓ Doug to begin drafting TA and budget
  
  Person responsible: Doug
  
  Deadline: 9/20/08

Agenda item: Joan Guilfoyle
Presenter: Joan

Discussion:
We met with the new SNAP executive director. The following items were discussed.

Joan advised that the SNAP Board is looking for a SNAP report to tell people the value of our partnership.

Looking for our best accomplishments over the last 18 months – what do we want to brag about – Not necessarily $$$$ related. Supply info within 2 weeks (see Billy e-mail).

SNAP Board is also looking to produce a slick with a summary of what is snap and what does it mean.

Do we have any outstanding examples of why SNAP is beneficial as a working group? What does the partnership give us that working alone did not?

Don’t Trash Nevada logos on vehicles – Joan said she would ask board what they would like to see as to the vehicles i.e. magnet or sticker.
SNAP.gov web site now exists but is under new development. One place about snap and it goings on and info for the public

Conclusions:

<table>
<thead>
<tr>
<th>Action items</th>
<th>Person responsible</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Team to send Doug their ideas for accomplishments</td>
<td>All</td>
<td>ASAP</td>
</tr>
<tr>
<td>✓ Doug to look into magnets/vehicle stickers</td>
<td>Doug</td>
<td>9/15/08</td>
</tr>
<tr>
<td>✓ Doug to draft slick and report materials</td>
<td>Doug</td>
<td>10/15/08</td>
</tr>
</tbody>
</table>
AGENDA

Anti Litter Team Meetings with Richard Hertzberg, Zia Engineering

“THE A-TEAM”

Date: September 8-11, 2008
Time: See below. These times are all subject to change.
Location: Various

Please bring: Receipts, documents, contracts, etc. that detail the current contracting status for recycling/garbage disposal within your agency/building

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/8/08</td>
<td>8:30am</td>
<td>Richard meets Nancy Bernard, NPS, 293-8714</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Location: NPS HQ (see directions attached)</td>
</tr>
<tr>
<td>9/8/08</td>
<td>9:00-11:30</td>
<td>Richard meeting with Lizette Richards, NPS</td>
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<tr>
<td></td>
<td></td>
<td>Richard will have an opportunity to discuss current waste management practices and review paperwork</td>
</tr>
<tr>
<td>9/8/08</td>
<td>11:30-12:30</td>
<td>Lunch</td>
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<td></td>
<td></td>
<td>May be out or can be purchased and eaten out to increase field time</td>
</tr>
<tr>
<td>9/8/08</td>
<td>12:30-4:30</td>
<td>NPS site visits with Nancy Bernard</td>
</tr>
<tr>
<td>9/9/08</td>
<td>8:00am-12:00</td>
<td>Meet Ericka Schumacher, BLM, 515-5030</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Location: Interagency Office (see directions attached). Go to reception and tell them you are there for Ericka Schumacher. Ericka will discuss the current practices for recycling and garbage disposal in the interagency office. Will arrange meetings/contacts with personnel that can address contacting issues.</td>
</tr>
<tr>
<td>9/9/08</td>
<td>12:00-1:00</td>
<td>Lunch with Ericka Schumacher</td>
</tr>
<tr>
<td>9/10/08</td>
<td>1:00-5:00</td>
<td>Meeting with Bob Loudon, USFS, 839-5578</td>
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<tr>
<td></td>
<td></td>
<td>Location: USFS Annex (Ericka can provide directions)</td>
</tr>
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<td></td>
<td></td>
<td>Bob will show Richard the annex and discuss current recycling/garbage practices within the USFS and/or arrange for Richard to meet with staff that can address these issues. Bob to take Richard to Spring Mountains NRA area to show Richard camp grounds, etc. within the management area.</td>
</tr>
</tbody>
</table>
| 10:00am-12:30 | Richard meeting with Amy Sprunger, USFW, 879-6110  
|              | Location: DNWR Visitors Center (see directions attached)  
|              | Amy and Richard to discuss current recycling/garbage practices within the USFW and/or arrange for Richard to meet with staff that can address these issues. |
AGENDA

Anti Litter Team Meeting

“THE A-TEAM”

Date: September 24, 2008
Time: 9:00am – 3:00pm
Location: Interagency Office, USFS Conference Room

Meeting called by: Erika Schumacher and Douglas Joslin
Attendees: Gordon Gilbert (in training) Amy Sprunger
Nancy Bernard Bob Loudon
Please bring:

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Details</th>
</tr>
</thead>
</table>
| 9:00-9:15 | Updates               | Truck has been ordered should arrive late November or early December  
Zia working on initial draft  
Event on 9/27/08 and 10/4/08 |
| 9:15-9:30 | Clean-ups             | Any updates, news, announcement?  
Next event is September 27th at Red Rock-Guzzler and trail maintenance  
October 4th NPS PLD event-Nancy to brief team |
| 9:30-10:30 | Mobile Exhibit     | Allison Brody as part of the environmental education initiatives has asked for time to present a proposal and gain input from the team concerning a mobile exhibit proposal. LaNelda Rolley and Wilisha Daniels will join Allison in making the presentation and gathering input. |
| 10:30-10:45 | Break                |         |
| 10:45-11:15 | Budget               | Doug will present latest budget numbers for discussion. |
| 11:15-12:15 | Position Description | With Amy leaving there are some tweaks being made to the position. Team is asked to help brainstorm a position description for an Amy Ansari replacement that would also be able to assist Don’t Trash Nevada. |
| 12:15-1:15 | Lunch                |         |
| 1:15-2:15 | Preliminary findings | Richard Hertzberg from Zia will make available some very preliminary findings from his original site visits. He asks the team to review and discuss the outline to ensure we are headed in the right direction prior to developing the final draft. |
| 2:15-3:00 | Round Table          | Opportunity to discuss items not on the agenda and anything else I have forgotten as of Friday afternoon. |
Take Pride In America Award and Senators Reid and Ensign Recognition
Representatives of the Take Pride in America in Southern Nevada program accept the award for best state program from Secretary of Interior Dirk Kempthorne and Take Pride in America Executive Director Katie Loovis. Pictured left to right: Sec. Kempthorne; Erik Walker, U.S. Forest Service; Lisa Christianson, Bureau of Land Management; Amy Sprunger, U.S. Fish and Wildlife Service; David Hughey, National Park Service; Erika Schumacher, Bureau of Land Management; Doug Joslin, Public Lands Institute; and Executive Director Loovis.
U.S. Senators Reid and Ensign recognize Take Pride in America in Southern Nevada for winning the National Take Pride Award for best state program and for its successful anti-litter and desert dumping efforts. Pictured left to right: Erika Schumacher, Bureau of Land Management; Amy Sprunger, U.S. Fish and Wildlife Service; Sen. Harry Reid; Erik Walker, U.S. Forest Service; David Hughey, National Park Service; Sen. John Ensign; and Doug Joslin, UNLV Public Lands Institute, which manages the Take Pride in America in Southern Nevada program.
Targeted Ads
DESSERT DUMPING COULD COST YOU A PILE OF MONEY

Desert dumping is a problem in Southern Nevada.

Piles of construction debris, landscape leftovers, and household junk litter our local landscape. It's a public health and safety problem. And it's a problem for our environment. Desert dumping is also costly. People who dump or litter are subject to fines up to $5,000 per day. Dumping debris or throwing trash could cost you a pile of money.

To learn safe, legal ways to dispose of trash and construction debris, go to www.DoYourTrashNevada.org.
Name the Mascot Contest
NAME THE MASCOT CONTEST, ENTER AND WIN PRIZES!

Name the BIGHORN SHEEP for Don’t Trash Nevada for a chance to WIN!

Open to all kids 14 and under in Southern Nevada – no entry fees!
Contest Ends October 15, 2008

Just submit your idea for a name online.
Go to: www.DontTrashNevada.org/contest

WIN A DELL LAPTOP COMPUTER OR APPLE IPOD!

GRAND PRIZE:
Dell Laptop Computer

RUNNER-UP PRIZES:
Apple iPod nano,
4GB MP3 players

Don’t Trash Nevada is a public awareness campaign to discourage littering and desert dumping on our public lands.

Don’t Trash Nevada is funded by the Southern Nevada Public Land Management Act and managed by the UNLV Public Lands Institute on behalf of the Southern Nevada Agency Partnership (Bureau of Land Management, National Park Service, U.S. Fish & Wildlife Service, and U.S. Forest Service).