



## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

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### **TOWN OF ATLANTIC BEACH PREPARES FOR “ZERO TOLERANCE” ON LITTER Atlantic Beach Police to Highlight Involvement with Litter Control**

The month of April is “Zero Tolerance” on Litter month in the State of South Carolina. The Town of Atlantic Beach has become a group member of the SC Litter Control Association and is working closely with Palmetto Pride to create an effective plan to deal with livability issues within the community of Atlantic Beach. On April 4<sup>th</sup> during the scheduled council meeting the Police Department will be highlighting upcoming efforts to begin a new aggressive program that will be aimed at improving livability issues with the community.

The following highlights will be covered:

- Month long campaign declared for April, first time this has been done in the state.
- We will also focus on addressing livability issues for the month.
- Three days will be designated for environmental projects.
- We will be focusing on education, awareness and a Town wide Cleanup.
- The cleanup will be part of the “Great American Cleanup” in coordination with “Palmetto Pride” and “Keep America Beautiful”.
- Reason for joining the SC Litter Control Association.
- Highlight plans for Atlantic Beach to advance in the areas of environmental and livability issues, along with changing “Mindsets”.
- Focus on “Broken Window Theory” and making positive change.
- Using the month of April as a platform for continued efforts in the future.
- Notifying owners of dilapidated buildings and rundown properties via mailings that the Town will be requiring compliance with Town Ordinances, and that the town will be aggressively enforcing those ordinances. Time for change!
- Show that Atlantic Beach is going to be proactive in the area of environmental issues.
- Working to introduce CPTED (Crime through Environmental Design) to new construction and some preexisting properties.

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If you would like more information about this topic, or to schedule an interview with Chief Lewis or Lt. Fisher please call 843-663-2284 or email [cleanupab@live.com](mailto:cleanupab@live.com).