

# Adoption programs seek promotion of civic pride

by **BERNICE TRICK**  
Citizen staff

Brownridge & Company Insurance and Tim Horntons are the first businesses to step up to the plate to adopt a litter container in Prince George.

The idea is to promote civic pride through more strategically placed litter containers, encourage their use, and keep the city free of litter through a program implemented by the city.

"Residents, businesses and industry are invited to pitch in and support community beautification efforts by sponsoring a litter container," said Cheryl Livingstone-Leman, city community services co-ordinator.

There are two types of containers to choose from. A concrete, 500-pound container with a lock-down lid, as selected by Brian Brownridge, costs about \$750 to sponsor and an additional \$300 to have a personalized recognition plaque put on the container.

There are also bear-proof metal and wood containers available for city parks and trails available for sponsorship.

Sponsorship funds pay for the Quesnel-manufactured containers, delivery and installation, and the city looks after garbage pick up and maintenance.

When Brownridge kept seeing the volume of litter in front of his business and along the rest of Victoria Street, he approached city hall about adding more litter containers.

"It's human nature to carry an empty coffee cup or food container just so far before tossing it," said Brownridge.

When Livingstone-Leman told him about the new Adopt-A-Litter Container Program he signed up.

"We spend a lot of time at our premises, and it's nice to keep the street as clean as possible. Generally



Citizen photo by Dave Milne

**Brian Brownridge, left, christens his newly-sponsored litter container on Victoria Street by discarding his lunch bag. Promoting the city's Civic Pride adoption programs are Cheryl Livingstone-Leman, and Tom Kadla from city hall.**

speaking, the city simply has too much garbage lying around," said Brownridge.

Other Civic Pride adoption programs available are:

- Adopt a bench in parks and along trails.
- Adopt a tree in parks, neighbourhoods or streets.
- Adopt a flower basket in the downtown and along major streets and highways.
- Adopt a block in which individuals, organizations and local businesses commit to picking up litter a long a section of a street.

For more information call Livingstone-Leman at 561-7640.