

The Virgin Islands Consortium

'Clean Places Happy Faces' Anti-Litter Campaign Launches At Virgin Islands Schools

Education / **Published On November 28, 2016 09:47 PM /**

Staff **November 28, 2016**



ST. THOMAS -- The Virgin Islands Department of Education in partnership with the Virgin Islands Department of Tourism has launched the “Clean Places. Happy Faces.” anti-litter campaign at elementary schools across the territory, D.O.E. announced today.

The campaign, which promotes the importance of keeping the Virgin Islands litter-free, targets students in grades K-6 and is represented by Squeaky, a mascot in the form of a friendly, smiley face emoji who encourages students to “Keep the VI Clean.”

Phase I of the campaign, which was introduced at public, private and parochial schools the week of November 14-18, 2016, provided students with a sticker depicting Squeaky

and the campaign's message, "Clean Places. Happy Faces." A poster competition has also been introduced, which asks students to create drawings that depict local places with and without litter. Posters should be on standard 8-1/2x11 paper.

Of the campaign, Commissioner of Education Sharon Ann McCollum, said, "We live in paradise and it is so important that we keep these beautiful Virgin Islands clean for all of us to enjoy. We have high hopes that the Clean Places Happy Faces campaign will instill a sense of pride in our students, parents, and our entire community to help in preserving the pristine beauty of our islands."

Commissioner of Tourism Beverly Nicholson-Doty echoed Ms. McCollum's sentiments. "Tourism is all of us, and our people are our greatest treasure; therefore, it is important that our destination reflects the beauty of its people. We should take pride and ownership in keeping the USVI clean because this is our home. We must preserve our destination for our families and visitors alike," she said.

In Phase II of the campaign, which will roll out on December 19, students will receive a reusable tote bag containing books and other items that promote a litter-free Virgin Islands. The campaign will continue through 2017 with various contests, giveaways and activities for students. It also comes ahead of the territory-wide ban on plastic bags scheduled to take effect in January 2017.

Poster competition: Grades K-6

- One poster with two scenes: before and after drawing of a local place with AND without litter
- Posters should be on 8-1/2x11 paper
- Include Squeaky mascot in drawing
- Posters will be judged on creativity and neatness
- Schools should select one (1) winning poster to represent the school - Deadline is November 12, 2016
- Winning school posters will be collected beginning December 19, 2016 by Education officials
- One poster will then be selected to represent each district. The winning schools will receive prizes.

For more on the Clean Places Happy Faces campaign, visit www.vide.vi.