

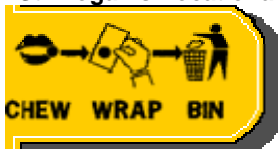
Cork County Council initiative on disposal of chewing gum

Cork County Council & City Council and 800 young students from nine local secondary schools in Cork County have this week been participating in an initiative aimed at raising awareness and educating young people on the importance of being more responsible with the disposal of their litter and in particular chewing gum.

The students were taking part in a unique interactive role-play presentation with actors, which forms part of a tailored schools programme aimed at highlighting the consequences of the irresponsible disposal of gum and litter.

The actor tour presentation accompanies a free educational resource pack by the Gum Litter Taskforce. The 'Bin It!' educational resource available to all secondary schools across Ireland is designed to be taught through Civic Social and Political Education (CSPE) classes. The 'Bin It' programme is also relevant to geography and environmental studies, art and ICT. The schools from Cork that were participating in the programme include:

- **Ardcoil Phobal Bheantraí**
- **Regina Mundi College**
- **Deerpark CBS**
- **Ballincollig Community School**
- **Clonakilty Community College**
- **Mount Mercy College**
- **Scoil na nBraithre Chríostai**
- **Bishopstown Community School**
- **St Brogan's Vocational School**



Dr Mary Stack says that the 'Bin It!' tour has had a positive impact on the behaviour and attitudes of young people towards gum litter. Students are keen to get involved and support this anti litter initiative. We hope that through this year's 'Bin It!' programme even more young people will become more responsible about the way they dispose of their gum, while learning to respect the local environment around them."

The 'Bin It!' educational resource was developed in conjunction with the Department of Environment, IBEC and the Wrigley Company Ltd .

The antilitter 'Bin IT chewing gum campaign will run over the summer. Events are planned in Clonakilty in June and Cobh Town in September.

Tidy Town groups can gain additional points in their Tidy Town Application by participating in this years campaign.

**Please contact
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Visit the CHEW IT BIN IT web site
<http://www.chewitbinit.com/> and Test Your True Personality !!! Play the quiz, check the facts on gum pollution, play the awareness games.

Gum facts

Gum facts quiz

Find out how much you know about chewing gum!

Chewing gum is a natural product and so it's okay to throw it on the ground. True or false?

- True – it comes from the sap of the Sapodilla tree in Central America
- False – it used to be natural, now it's made from synthetic materials so isn't biodegradable and shouldn't be thrown on the floor
 - False – it's artificial but still biodegrades