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Sidewalk Messaging Campaign Goes Back to School with “Write as Rain”

(Hampton Roads, Va., Sept. 6, 2018) – Remember last year’s good-to-do “green” messages that magically appeared on area sidewalks when wet? Sharpen your pencils and mark your planners, because the askHRgreen.org “Write as Rain” motivational messaging campaign is returning this month to schools, libraries and recreation centers near you!

With the approval of participating Hampton Roads localities, askHRgreen.org committee members blanketed the region in August, using custom-made stencils and an eco-friendly rain-resistant spray to adhere their missives to sidewalks in locations where students gather.

When it becomes wet, the surface around the messages darkens while the stenciled area stays dry and light.

“We really wanted to focus on students, schools and the places they go with this year’s batch of messages,” said Katie Cullipher, askHRgreen.org team leader. “But grownups can have fun with it too. The goal of this campaign is for people to think twice about the impact certain actions can have on our environment.”

Sporting a brand new look, this year’s stenciled designs promote and encourage more engagement. Missives, such as “I won’t stand for litter” and “Purge the plastic, I choose tap water,” incorporate strategically-placed footprint graphics, offering the perfect angle for photo and video sharing. Other designs declare, “I pledge only rain down the drain,” and “I won’t add wipes to our pipes.”



In addition, there’s an incentive for people who follow askHRgreen.org on [Facebook](https://www.facebook.com/askhrgreen), [Instagram](https://www.instagram.com/askhrgreen) or [Twitter](https://twitter.com/askhrgreen) and share a picture



of themselves with a “Write as Rain” hidden message. Those who post an image before Oct. 12, using the **#askHRgreen** hashtag, will be entered into a drawing for fun prizes, such as gift certificates to restaurants and passes to fun local attractions like Dave and Busters and the Virginia Zoo. Winners will be selected at random, and prizes will be awarded weekly beginning Sept. 17. Can’t find a message? That’s okay, according to Cullipher.

“It doesn’t have to be a rainy day for you to participate in the fun. Anyone can post a photo or video showing us what they do to help protect the environment with #askHRgreen to be entered to win,” she said.

The messages should appear on any rainy day for the next two or three months, and a map of participating locations is available at <http://askhrgreen.org/write-as-rain-2018/>. Check back often as new locations are added.

About askHRgreen.org

[askHRgreen.org](http://askhrgreen.org) is your go-to resource for all things green in Hampton Roads – from recycling tips and pointers for keeping local waterways clean to water-saving ideas and simple steps to make local living easy on the environment. Launched in 2011, the region-wide public awareness and education campaign is administered through the Hampton Roads Planning District Commission and powered by the following members: The cities of Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach, and Williamsburg; the counties of Gloucester, Isle of Wight, James City, Southampton, Surry and York; the town of Smithfield; and HRSD. Like askHRgreen.org on [Facebook](#), follow on [Twitter](#) and [Instagram](#), tune in to [YouTube](#) and catch the “Let’s Talk Green” [blog](#), written by a team of local experts.