

## TEAM UP 2 CLEAN UP • NEW CAMPAIGN CREATIVE

Target: Adults 25-54  
:60 radio  
Targeted/Retargeted Display (Mobile Only)  
WTKR Mobile App  
Weather Channel Digital Ad  
Native Content Digital Ad  
SOCIAL

1.

### :60 RADIO SCRIPT / POV Cigarette Butt

[SFX: light traffic, birds, people walking on sidewalk]

CIGARETTE BUTT (WITH A GRAVELLY BROOKLYN SMOKER'S VOICE): Hey! You up there! Yeah, it's me, your neighborhood Cigarette Butt. Did you know me and about 176 million pounds of my *littah* mates are thrown out onto sidewalks, streets and beaches every year? **176 million pounds, people!**

My mutha may not agree, but I'll admit it; I ain't so pretty. It takes just one piece of littah to spoil your world... And, we're harmful. Over a million boids, dolphins, sea turtles and the like die every year when they become trapped in plastic or eat it. Not to mention, litter reduces property values and impacts tourism activity. And, like a magnet, like attracts like, which means **even more littah**. [harumph]

So, pal, what can YOU do? **Team Up 2 Clean Up, that's what!**

During the Great American Cleanup, you can **Team Up 2 Clean Up** and kick some ciggy you-know-what. Want to know more? [askHRgreen.org](http://askHRgreen.org). Every littah bit helps. [askHRgreen.org](http://askHRgreen.org) and see how you can **Team Up 2 Clean Up!**

### DIGITAL AD:

Does litter make your street butt ugly?

[logo] Team Up 2 Clean Up [logo] Just askHRgreen.org



2.

**:60 RADIO SCRIPT / POV Patriotic Everyman**

[America, The Beautiful music up and under]

“EVERYMAN” ANNOUNCER: We live in a beautiful place. But while we enjoy spacious skies and amber waves of, uhm, peanuts, the stats say we have well over **six thousand** pieces of litter **for every mile across Hampton Roads**. Cigarette butts, cups, cans, bottles, paper, plastic, tires... Is this America, the beautiful? I don't think so!

Litter. Is. Ugly. It takes just one piece to spoil our neighborhood, our community... our HOME. Litter reduces our property values and impacts tourism revenue. *And, you should know, if litter exists, it attracts more litter.*

Besides that, it's downright harmful! An estimated **one million** birds and **one hundred thousand** marine mammals, including our beloved sea turtles, die every year from plastic litter alone.

We are better than this! And I'm going to do something about it. I'm going to **Team Up 2 Clean Up!**

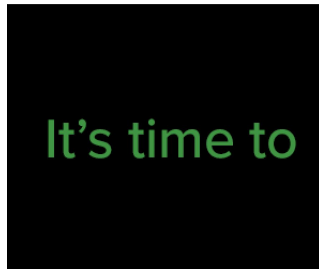
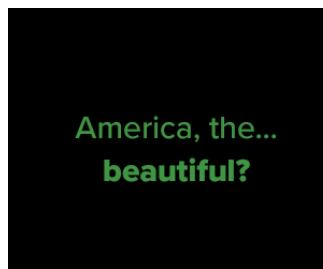
This land is your land. This land is my land. And we need to take better care of it! Join me and **Team Up 2 Clean Up**. Learn how at [askHRgreen.org](http://askHRgreen.org). From sea to shining sea, people! [askHRgreen.org](http://askHRgreen.org).

[America, The Beautiful music up and out]

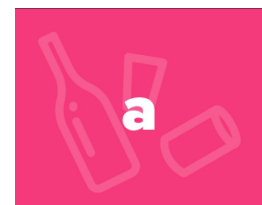
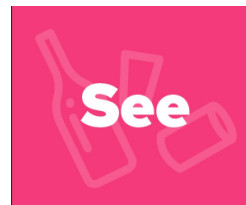
**DIGITAL AD:**

**America, the... beautiful?**

It's time to [logo] Team Up 2 Clean Up [logo] [askHRgreen.org](http://askHRgreen.org)



3.



**:60 RADIO SCRIPT / POV cheerleaders**

[SFX: crowd, sports whistle, clapping that goes with the cheer]  
CHEERLEADERS:

READY? LET'S GO!

Litter, litter everywhere.  
Don't pass it by, don't leave it there.

See a bottle, can or cup?  
You can do it! Pick it up!

**Team Up** [clap clap clap] **To Clean Up** [clap clap clap]

L - I - T ... T - E - R  
Pick it up and be a star!

Ain't no lie, we got a pile!  
Six thousand pieces every mile.

**Team Up** [clap clap clap] **To Clean Up** [clap clap clap]

It's ugly, nasty, harmful, too.  
Kills birds, animals—spoils the view.

**Team Up** [clap clap clap] **To Clean Up** [clap clap clap]

Where to start? Hey, don't delay!  
**Ask HR green dot org** today!

It's up to you and me, okay?  
**Ask HR green dot org** today!

WOO HOO! YAY, TEAM! TEAM UP 2 CLEAN UP! ASKHRGREEN.ORG!  
[up and out...]

**DIGITAL AD:**

**See a bottle, can or cup? You can do it, pick it up!**

[logo] Team Up 2 Clean Up.

Find out how to Team Up 2 Clean Up

[logo] [askHRgreen.org](http://askHRgreen.org)

