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SENATOR SINGS OUT AGAINST LITTER

Senator Charlie Albertson Records "Mean About Clean" Jingle for NCDOT

RALEIGH— N.C. Sen. Charlie Albertson of Duplin County, took his battle against litter to new heights this spring. In Nashville, Tenn., for a visit, he took the time to record his new "Mean About Clean" jingle for the N.C. Department of Transportation's anti-litter program. The catchy country jingle reminds the listener that if you litter, you're breaking the law.

NCDOT plans to run the jingle as a public service announcement as part of its ongoing "Mean About Clean" campaign.

"We appreciate the senator lending his musical talents to such an important cause," said Transportation Secretary Lyndo Tippett. "This jingle communicates our anti-litter message in a very creative way that helps call attention to the seriousness of litter in North Carolina. Leaders like Senator Albertson are powerful warriors in the fight against litter."

Over the years Albertson has sponsored various legislation that expanded the litter laws, offered options for enforcement officers and established a litter prevention license plate. In addition, Albertson has supported all the nonprofit, local and state governmental efforts to host clean ups and raise awareness of the negative effects of littering.

A well-known musician, Albertson has recorded jingles in the past but this one is dear to his heart. "We've got to remind our citizens that not only is litter ugly and expensive it's also illegal," said Albertson. "As I said in the jingle, we've been blessed with a beautiful state, from the mountains to the sea, and we all need to work together to keep it as clean as can be."

The department's "Mean About Clean" campaign is designed to highlight an intensified effort by law enforcement and citizens. By issuing more tickets for litter offenses, raising awareness about litter and sponsoring more clean ups the state is sending a strong message to litterbugs everywhere. To quote Albertson's jingle: "In North Carolina we mean what we say and we say what we mean. In North Carolina we're mean about clean."

The jingle is posted at www.dot.state.nc.us/~beautification.