

James B. Hunt Jr.  
Governor



State of North Carolina  
Office of the Governor

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**ATTENTION NEWS DIRECTORS/ASSIGNMENT EDITORS, ENVIRONMENTAL WRITERS/REPORTERS:**

**GOV. HUNT TO ANNOUNCE THE WINNERS OF NC CLEAN LITTER PREVENTION AWARDS AT STATEWIDE EARTH WEEK CELEBRATION**

Gov. Hunt will announce the winners of the Clean NC 2000 Litter Prevention Awards as part of Earth Week statewide celebration at the Clean NC 2000 rally on the state Capitol grounds, **Friday, April 30 at 4:15 p.m. Please note the time change from 3:30 to 4:15 p.m.**

Earth Week festivities, will showcase state government's environmental efforts and success stories during the daylong celebration on Halifax Mall, located between Legislature and Archdale buildings. Ray Anderson, Co-chair of the President's Council on Sustainability and Chairman and CEO of Interface Inc., of Atlanta, GA; will deliver the keynote address on sustainability.

The winners from across the state are being recognized for coming up with effective clean up plans and putting those plans into action in their own communities.

The Clean NC 2000 initiative, launched by Hunt last April, is designed to clean up North Carolina -- so that by the end of the year 2000, our rivers, lakes, roadsides, and streams will be completely free of litter and debris. The Governor's Office is coordinating statewide efforts so that communities and organizations can learn about the resources that are out there and get involved.

Last month, Clean NC 2000 partnered with Roadway Express to boost Clean NC's public awareness campaign. Roadway Express donated \$50,000 to be used to purchase litterbags, banners for Roadway trucks, volunteer incentives, educational materials and Clean NC literature for trade shows.

In an effort to accelerate the clean up, Hunt announced a statewide toll-free tip line (1-877-883-2011) so North Carolinians can report littered highways and waterways, illegal dumps, abandoned vehicles and run down structures.

Clean NC 2000 works in conjunction with Keep America Beautiful and Adopt-A-Highway, Big Sweep and Keep North Carolina Clean and Beautiful.

For more information on Clean NC 2000, visit the website at <http://cleannc.state.nc.us>.

**EDITORS NOTE:**

In the event of rain, the Clean NC rally will be moved into the Rotunda of the state Capitol.

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