

Keep Loudoun Beautiful: Adopt-a-Spot

As part of our ongoing litter removal mission, Keep Loudoun Beautiful (KLB) introduces our Adopt-a-Spot Program. We are asking for volunteers (individuals and shared housing groups) to commit to beautifying Loudoun by adopting a spot, block, pathway, park, road, parking lot, creek, or any publicly accessible area through the rest of the year.

Although picking up litter does not sound fun, adopting a spot is an extremely rewarding volunteer activity that you can participate while enjoying safe social-distancing walks or hikes. Not only will you feel good, but research has shown that “one of the strongest contributors to littering is the prevalence of existing litter.”ⁱ People are less likely to litter in areas that are clean, therefore by regularly cleaning up your spot you will be helping to reduce future littering.

Adopt-a-Spot Program:

- Select a spot (or spots)! Tell your friends, share on social media, get the word out that you are committed to keeping Loudoun beautiful.
- Individuals or shared households are expected to commit to the regular clean-up of their chosen spot through 2020.
- Take appropriate measures to contain, store, and dispose of all litter and debris collected during litter removal.
- Spread the word about your good deed: After a clean-up activity, take a picture of the litter collected and/or before and after pictures of the spot and post them to Social Media (Twitter, Facebook, Instagram), tag Keep Loudoun Beautiful, and add hashtag: #KLBadoptaspot. Alternatively, email your results to info@keeploudounbeautiful.org. KLB will retweet, share, and highlight selected spots and volunteers that are making a difference in our community.

Adopt-a-Spot Tips:

- Set dates for your clean ups and put on your calendar (at least once a month).
- Use plastic grocery bags.
- Sort recyclable materials and deposit in your home recycling bins if available.

All volunteers are expected to practice all safety recommendations: wear gloves, maintain safe social distancing, and do not touch or pick up any potentially hazardous materials. If hazardous materials are found, please contact Loudoun County Waste Management. Safety is a paramount concern.

If you need gloves or trash bags, please contact us at info@keeploudounbeautiful.org.

Once COVID-19 concerns dissipate, KLB plans to organize a community-wide clean up event, but until then, let's all do our part to keep our county clean and beautiful. Thank you for making a difference!
