



## PRESS RELEASE

### Litter On The Big Screen

#### Fingal County Council Launches an Anti-Litter and Anti-Graffiti Cinema Advertising Campaign

**Each year Fingal County Council spends approximately €3.5million cleaning up graffiti, and collecting and picking up litter.** This year, to raise public awareness of the unsavoury and anti-social aspects of littering and graffiti, the Council has launched a new cinema advertising campaign which will run for 32 weeks in each of the three Fingal cinemas.

The theme of both adverts is “Do you want to live here? Or here?” with contrasting images creating a strong visual message.

Edwina Dunford, Environmental Education Officer said “We felt that the choice of cinema advertising was appropriate as it targets a wide range of demographics such as families with young children, teenagers, and adult cinema goers. Unlike TV advertising, where people may use the ad breaks to stick on the kettle or change channel, a cinema audience is a captive audience, and cinema goers tend to treat the ads and trailers as part of the experience.” She continued “Funding for this initiative came from the Department of Environment, Heritage and Local Government Anti-Litter & Anti-Graffiti Awareness Grant.

The adverts will run at three cinemas in Fingal, UCI in Blanchardstown, Movies at Swords (Pavilions) and the Savoy at Balbriggan for a total of 32 weeks from 11<sup>th</sup> June. The images depict some beautifully scenic, well know landmarks in Fingal and also some locations which have been appallingly littered and graffitied. The aim is to make residents more aware of the important role they can play in a cleaner Fingal by reminding them that it is **‘Your choice, Your Fingal’**

Director of Services, PJ Howell says “Although we have made significant progress in recent years we still face a constant challenge to keep Fingal clean on a consistent basis. By simply disposing of our litter properly we can all play an important role.

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### **Editors Notes**

- The Advertising Campaign aims to raise awareness of the fact litter and graffiti are a huge problem in the Fingal County Council area.
- It is an offence to litter or graffiti and offenders may be prosecuted.
- Funding for the advertising campaign was from the Department of Environment, Heritage and Local Government.
- The two ads will be shown a combined total of 168 times per week (across all screens) for 32 weeks, which is 5,376 showings.