



www.PickUpAmerica.org

Executive Summary

Pick Up America is a local, regional and nationwide initiative committed to reducing plastic waste in our communities and waterways. The *Pick Up America* team will coordinate community trash clean-ups while walking across the country to encourage alternatives to our nation's throwaway mentality. We'll document our encounters and experiences through our multimedia website and online social networks. The year-and-a-half-long trek will begin from **Assateague Island, Md., on March 20, 2010**, and span 13 states to the **San Francisco Bay, Calif., sometime in August 2011**.

Mission Statement

The mission of *Pick Up America* is to pick up trash across the country and inspire a transition to a zero-waste economy.

Objectives

The success of our mission depends on our ability to develop common objectives within the communities we visit along the route. The cross-country journey is intended to inspire a prolonged effort to minimize the waste generated in The United States of America. Our main objectives are to:

1. Coordinate community and roadside trash clean-ups.
2. Present informational workshops at educational institutions.
3. Provide local businesses with methods for reducing landfill-bound waste.
4. Empower individuals to use alternatives to non-reusable, harmful plastics.
5. Collaborate with regional legislators to implement laws that:
 - Phase out the use of plastic bags.
 - Discourage the sale of single-serve bottled water.
6. Pressure industry to create standards that eliminate excessive packaging.

Goals

1. Walk across the United States and pick up trash along our route.
2. Work with communities to implement our objectives.
3. Develop a communication plan to disseminate our message.
4. Before departing for the walk:
 - Fundraise \$5,500 in donations.
 - Solicit in-kind contributions from sponsors valued at \$10,000.
5. During the walk, sustain our endeavor by fundraising, selling merchandise, and soliciting in-kind contributions valued at \$40,000.
6. Learn about and document the sustainable community efforts we encounter.