



[www.PickUpAmerica.org](http://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.