



Legislation Text

File #: 170428, Version: 0

IMMEDIATE ADOPTION

170428
ORIGINAL

ALD. JOHNSON

Resolution relating to establishing a hashtag slogan for a City anti-littering and clean-up campaign. A resolution establishing “#ThrowItInTheTrash” as the official hashtag slogan for this year’s City anti-littering and clean-up campaign. All City departments shall include and make use of “#ThrowItInTheTrash” in social media or as otherwise appropriate when promoting this year’s City anti-littering and clean-up campaign.

Whereas, The City of Milwaukee periodically implements city-wide campaigns to discourage littering by educating the public about the harmful social and environmental effects of litter, and to encourage litter clean-up in both public and private spaces; and

Whereas, The Milwaukee Youth Council recognizes that social media is a valuable promotional tool for building interest and momentum in the City’s anti-littering and clean-up campaigns, particularly among younger residents and visitors; and

Whereas, The Milwaukee Youth Council created the hashtag slogan “#ThrowItInTheTrash” and considers this an appropriate and memorable slogan to promote this year’s City anti-littering and clean-up campaign; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that “#ThrowItInTheTrash” shall be the official hashtag slogan for this year’s City anti-littering and clean-up campaign; and, be it

Further Resolved, That all City departments shall include and make use of “#ThrowItInTheTrash” in social media or as otherwise appropriate when promoting this year’s City anti-littering and clean-up campaign.

LRB168944-1
Dana J. Zelazny
June 19, 2017