



FOR IMMEDIATE RELEASE

Contact: Jessica Kliner, 757-452-6592, [jkliner@downtownnorfolk.org](mailto:jkliner@downtownnorfolk.org)

## **Downtown Norfolk Council Launches Socially Responsible Campaign to Scoop the Poop**

NORFOLK, Va. – (February 2016) – [Downtown Norfolk Council](#) (DNC) is launching a campaign this week to build awareness regarding pet waste and how it impacts the Downtown environment. Most urban areas have 125 dogs per square mile, and the natural ecosystem can accommodate two dogs per square mile. Through this campaign, DNC hopes to reach dog owners with a simple message: Scoop the Poop.

The campaign directs dog owners to the 23 trash cans in Downtown equipped with complimentary dog bags and 150 total trash cans for disposal. DNC also offers FREE leash bags to all pet owners.

“We’re reaching out to our dog owners to do the right thing and be responsible with pet waste,” said Mary Miller, president and CEO of Downtown Norfolk Council. “Although it’s punishable by law, we think that we’ll be far more effective by educating people on the environmental issues and making it easy to comply.”

The campaign includes FREE leash bags, messaging, rack cards and social media. Peer pressure will be used by highlighting prominent Downtowners who Scoop the Poop through videos and photos on Facebook, Instagram and Twitter. Downtown visitors may also see messaging from the poop emoji, which is a whole lot better than seeing the real thing.

Additionally, DNC will spread the message during some Poop Awareness events including Yappy Hours at Muddy Paws, Doggy Appreciation at First Fridays (starting April 1) and Puppy de Mayo.

Statistics about the need to Scoop the Poop include:

- Dog waste is toxic and the Environmental Protection Agency classifies it as a dangerous pollutant in the same category as toxic chemicals and oil
- Dog poop gets washed into the water system with rain and is harmful to aquatic life
- Pet waste contains E Coli and other harmful bacteria, which can cause serious kidney disorders, intestinal illness, cramps and diarrhea in humans

- Pet waster contains roundworm larvae, which causes blindness
- Pet waste attracts rats

Contact DNC or a street Ambassador for the FREE leash bags and to learn more.

The Downtown Norfolk Council is a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive and prosperous Downtown. DNC also manages the Downtown Norfolk Improvement District, a 48-block special services district with enhanced services that keep Downtown friendly, safe and spotless. Connect with Downtown Norfolk on Twitter, Facebook and Instagram or visit [DowntownNorfolk.org](http://DowntownNorfolk.org).

###