

# Bin It To Win It!

Alan Lee

Not widely reported is an initiative by Dover District Council (DDC) to help clear our streets of litter. To this aim, for an initial 12 month period, DDC have partnered with litter pioneers, LitterLotto, to help reduce street litter.

The LitterLotto is a free mobile phone app which provides the opportunity for users to win on-the-spot prizes and weekly jackpots for 'doing the right thing and putting their litter in the bin'. It is downloadable from both the App Store on ISO and Google Play store on Android phones. Once you have downloaded the app, you simply take a photograph using the app as you place your litter in the bin. All litter counts, from a single cigarette stub to an abandoned bottle or takeaway box.

Each time you bin a piece of litter, you get another entry into the LitterLotto national £1,000 weekly jackpot, instant spot prizes and their brand new "LitterLotto Coins", which may be redeemed for a variety of prizes and extra jackpot entries. You can submit as many entries as you like, just 'Bin It To Win It!'

David Landsberg, founder and CEO of LitterLotto, said: "We are delighted to partner with Dover District Council, we are proud to support them in their mission to ensure that Dover remains a wonderful place to live, work and visit."

DDC is also offering a local jackpot of £100 each month for users of the app who bin litter in our district.

Plus, in support of the Great British Spring Clean Campaign, DDC offered two

additional weekly local jackpots of £100, with the first winner drawn on 20th March. Anyone participating in the Great British Spring Clean was also able to use the LitterLotto App.

All you need to do is pick, bin and snap via the free LitterLotto App for a chance to win.

Cllr Martin Bates, Cabinet member for Transport, Licensing and Regulatory Services, said: "We are delighted to be working with LitterLotto to encourage our residents to dispose of litter responsibly. We hope that people will give this app a try, see how easy it is to enter and win, and help us to spread the word. Every little helps as far as litter is concerned and this scheme directly rewards those who do the right thing and put litter in the bin."

## Extra information

Helpful videos and all you need to know are on the app. The app is not intended for use by children under the age of 13. Other users under the age of 16 must have obtained the consent of a parent or legal guardian to use the app. Terms and conditions can be viewed at [litterlotto.com](http://litterlotto.com)

## The 'perfect' LitterLotto submission:

- 1) A picture of either a hand or a litter picker holding the item
- 2) The item should be positioned just above the lip/entry point of a bin (or bin bag in the case of a bulk litter pick).
- 3) The image should clearly show the item.