

## NEWS RELEASE

Kansas Department of Transportation News Release

April 22, 2009

09-031-01

**FOR IMMEDIATE RELEASE**

News Contact: Kimberly Qualls, (785) 640-9340 or [kqualls@ksdot.org](mailto:kqualls@ksdot.org)

### **Partnership to benefit environment, businesses**

A public-private partnership to promote clean roadsides and environmentally-conscious businesses was announced by the Kansas Department of Transportation (KDOT) at an Earth Day event on Wednesday in Olathe.

KDOT has entered into an agreement with Adopt-A-Highway Litter Removal Service of America, Inc., to establish the first Sponsor-A-Highway Program in Kansas. The program, which is operating in about 20 states, will complement the well-established and successful Adopt-A-Highway Program, a volunteer initiative to pick up litter along roadsides three times a year. The litter collectors in the Sponsor-A-Highway Program will be paid workers who will be on specific stretches of highway in Johnson and Wyandotte counties 12 times or more a year.

The cost of the litter pick-up will be covered by business sponsors, who will have their names and company logos placed on signs in the one-mile sponsorship segments. The sponsors will be solicited by Adopt-A-Highway Litter Removal Service of America, Inc.

“This is a great way to improve the appearance of our highways and an opportunity for businesses to help build their image as engaged, environmentally-friendly members of the community,” said KDOT Deputy Secretary Jerry Younger.

“And, it will be a cost-saver for KDOT by freeing our crews to perform other important maintenance work.”

Melinda Centner, CEO of the California-based Adopt-A-Highway Litter Removal Service of America, Inc., said the program is popular in other states and gives businesses another way to demonstrate they are important, contributing members of the community.

“Clean roadways help shape a positive image for a community and that’s good for the environment and good for business,” Centner said.

Sponsor-A-Highway Programs will also be implemented in Lawrence, Topeka and Wichita.

###