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Keep Durham Beautiful Hosts Free Truck Tarp Giveaway Event *Tarp Day Saturday, February 6 to Motivate Truck Owners to Put Lid on It*

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FOR IMMEDIATE RELEASE January 8, 2010 Durham NC—Keep Durham Beautiful (KDB) and Durham’s **Northgate Mall** in association with corporate sponsor **University Ford** are teaming up for **Tarp Day**, a free community event benefiting area pickup truck owners. Complimentary tarps (truck bed covers) will be distributed to truck owners as part of a special giveaway event on **Saturday, February 6, 2010 from 10am-12pm** at Northgate Mall, next to *Chick-fil-a* at 1058 West Club Boulevard, Durham.

KDB’s **Tarp Day** mission is to build awareness of the importance of tarp use to protect truck hauls and shield North Carolina roads to keep them safer and litter free for all. Five hundred (500) free specially designed pickup truck tarps will be given away on a first-come, first-served basis on February 6. *Tarp Day* is free and open to the public.

“Keep Durham Beautiful’s goal with this annual event is to make citizens aware of their responsibility to keep North Carolina’s roads clean and green by doing the simplest of things while you drive, to take the time to secure your load,” said Sylvia Le Goff, Chair, KDB Board of Directors.

Truck drivers with unsecured loads pose safety threat to themselves and other motorists. Tarps, cargo nets or tie-downs are required by North Carolina law to keep items secure.

“Many people would find it interesting to learn that half of all roadside litter is blown, not thrown. We invite truck owners to join us to help reduce roadside litter and increase safety by picking up a free truck tarp on February 6,” said Dorothea Pierce, KDB Executive Director.

Facts about Roadside Litter and Truck Tarp Use*

- The North Carolina Department of Transportation spent \$16 million in 2008 picking up litter from the state's roadsides
- Nationwide about 25,000 accidents annually can be attributed to roadway debris
- Two out of three tickets written by the North Carolina State Highway Patrol for unsecured loads are issued with motorists' safety in mind
- Pickup truck bed covers improve fuel economy as well as keep loads dry, clean and safe
- It is illegal under North Carolina law to haul improperly secured truck loads. Penalties include fines up to \$2,000, community service work and one point on a motorist's driver license upon conviction

** Courtesy of the North Carolina Department of Transportation, Office of Beautification Programs*

Keep Durham Beautiful's Tarp Day
Saturday, February 6 is sponsored by:



NORTHGATE
shopping inside out! and



Keep Durham Beautiful is a nonprofit, volunteer organization working in partnership with the City and County of Durham to bring private businesses, citizens, and community organizations together to conserve and enhance Durham's appearance and environment

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