

Illegal Dumping Campaign Sample Graphics

Illegal Dumping Graphic



Illegal Dumping Rack Card

The See it. Stop it. Report it. Slogan shown in the illegal dumping rack card promotional and educational piece will be featured in the illegal dumping advertisements.



ILLEGAL DUMPING
SEE IT. REPORT IT. STOP IT.

CRIME STOPPERS **Niagara Region**

REPORT ILLEGAL DUMPING

Niagara Region and local area municipalities are working together to tackle the issue of illegal dumping. You can help be part of the solution by reporting a location where materials have been dumped or if you have witnessed someone illegally dumping.

MAKE A REPORT

- Call Crime Stoppers Niagara 1-800-222-TIPS
- Report online at niagararegion.ca/waste
- Call the Waste Info-Line 1-800-594-5542

PROVIDE DETAILS WHEN REPORTING

Provide as many details as possible when reporting, including:

• Location	• Licence plate
• Time	• Description of people
• Materials dumped	• Pictures or video footage
• Car make/colour	

For incidents of illegal dumping reported on Regional or Municipal roads or properties, a **reward of \$200** will be awarded if the report leads to a conviction. **A reward of \$50** will also be awarded if the illegal dumping results in an act of compliance (i.e. the person who was reported illegal dumping returns to the site and removes the dumped materials.)

Social Media Posts

The Region will leverage social media accounts and paid social media advertisements to communicate the campaign's key messages to residents. Social media posts will use real examples of illegal dumping in Niagara to highlight the issue and encourage residents to See it. Stop it. Report it.

Example Social Media Post



Construction and demolition projects can produce a lot of waste materials. Did you know that disposing of these items in non-designated areas such as public roads, ditches, public property, rural areas, vacant lots and in public litter receptacles is illegal? If you see something suspicious, report it! You could be entitled to a reward.