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HAYWOOD COUNTY RESIDENT CREATES VIRAL #TRASHTAG CHALLENGE

HAYWOOD COUNTY, NC – Steven Reinhold, local Haywood County resident, created a social media challenge in 2015 called the #trashtag that asked people to go to an outdoor area with litter, take a before photo, pick up the trash and then take an after photo and post the comparisons on social media with #trashtag. Now in 2019, the challenge has finally picked up steam and even gone viral being covered by media such as CNN, Forbes, and The Washington Post to name a few.

This garbage treasure hunt all began when a receipt in Reinhold’s car flew out an open window while on the highway. Not wanting to litter, even if accidentally, he and his friend proceeded to vow to pick up 100 pieces of trash. Reinhold says “Although the idea for #trashtag started on a road trip, Haywood County is most definitely the place that developed my love for nature and inspired me to keep it clean!”

Leave No Trace is concept over half a century old and encouraged by the National Forest Service, and many others. Reinhold has organized trash pick up events all across the county including Max patch, Black Balsam Knob, and Sunburst Falls. The viral challenge has spread the globe with social media documenting #trashtag participants in Nepal, Jakar, Afghanistan and more.

The challenge reached viral status earlier this month when Byron Román shared a Facebook post encouraging “bored teens” to pick up litter. Román posted his own before and after photo and encouraged others to do the same. Reinhold said he’s thankful the trend has become a popular challenge and he hopes “#trashtag challenge can continue to ride this viral tidal wave that has swept it across the planet.”

Please reach out to Steven Reinhold if interested in hearing more: stevenreinhold11@gmail.com



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