



AMERICAN SAMOA ENVIRONMENTAL PROTECTION AGENCY

P.O. Box PPA

Pago Pago, American Samoa 96799

Information Release Authorization Form

Friday, October 25, 2013

LOLO M. MOLIGA  
Governor

LEMANU P. MAUGA  
Lt. Governor

AMEKO PATO  
Director

Phone: (684) 633-2304  
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- Newspapers (Advertisement/Public Notice/Press Release)
- Radio Stations
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Attached is an Information Release issued by our office (AS-EPA). We would like to ask your assistance in making this information available to the public immediately, via your broadcasts or news publications. For additional information, kindly contact the AS-EPA Director, Ameko Pato or Deputy Director, Faamao Asalele, or Tumau Lokeni, Environmental Awareness & Education Program Manager at 633-2304.

Fa'afetai lava.

- Governor's Office, ASG Weekly
- Director, Department of Public Information (KVZK-TV)
- Samoa News
- Samoa Post
- KHJ FM 93.1 Radio Station
- WVUV FM 103.1 Radio Station
- KSBS FM 92.1 Radio Station
- KNWJ FM 104.7 Radio Station

**Title/Heading:**

1. "ENVIRONMENT WEEK 2013"

Approved by: \_\_\_\_\_

  
Ameko Pato, Director  
American Samoa – EPA

Date: \_\_\_\_\_

10-25-13



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**PRESS RELEASE**

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**ENVIRONMENT WEEK 2013**

The Environment Week 2013 will be held from Monday October 28 to Friday November 01, 2013. The theme of this year's Environment Week is "Keep American Samoa Beautiful" (KASB). The KASB theme has been selected to highlight the significant problem of littering in our Territory.

The American Samoa Environmental Protection Agency (AS-EPA) has been in the forefront in our Government's effort to fight the issue of littering. According to AS-EPA Director Ameko Pato, his Agency has the support of Governor Lolo Matalasi Moliga to come up with innovative ways to get the community involved in cleaning up our environment. The last day of this year's Environment Week which is Friday November 01, 2013 will culminate with the launching of the Keep American Samoa Beautiful Program.

The KASB program is going to be a year-long program whereby village based groups, community organizations, departments, schools and even families have been given the opportunity to adopt problematic roadsides, and streams within their respective villages. Upon adopting a roadside or stream, the said groups will have made a commitment to clean-up and maintain these areas for the duration of the program. So far, there have been a total of 27 registered groups that have adopted various problematic areas across the Island, stretching from the village of Poloa in the West to the village of Aua in the East.

ASG departments that are AS-EPA's partners in the KASB efforts are: Department of Marine and Wildlife Resources (DMWR), American Samoa Power Authority (ASPA), Department of Commerce (DOC), Department of Public Works (DPW), Department of Public Safety (DPS), Department of Youth and Women Affairs (DYWA), Department of Health (DOH), Office of Public Information (KVZK-TV), and the Department of Parks and Recreation (DPR). Itua County Representative Taotasi Archie Soliai is also a partner of the AS-EPA KASB program.

The Goal of the KASB program is to instill a sense of ownership in the community and to empower them to be responsible for not only cleaning up their respective villages but also to look out for people who are littering in these areas. Local governmental departments such as AS-EPA, DPS and DOH will provide regulatory support to the groups, by enforcing littering and illegal solid waste accumulation laws and regulations. The public is advised to help out by reporting those who make it a habit to discard trash out of vehicles, or placing solid waste debris

along our roadsides. These illegal activities are not only an eye sore, but may have negative impacts to our drinking water resources and our beautiful environment.

AS-EPA would like to thank the local business community that have been generously supporting the KASB program, by donating some of the items that were needed to assist with the clean-up efforts. These businesses are ACE American Industries, Young Mart, TSM Mart, Stevens and Sons, Locally Yours By Alice, KS Mart, O and O Enterprises, and Cost-U-Less and GHC Reid Company.

Director Pato urges our community to work together in beautifying our environment and to change our mindset about littering. Keeping American Samoa Beautiful is everyone's responsibility and it starts from within our families, churches, villages and government.

For any questions about the KASB Program and what you can do to help, please call AS-EPA Air & Land Division at 633-2304.