

# People Are Picking Up Trash in Parks and Beaches for the 'Trashtag Challenge'



Monty Rakusen – Cultura RF/Getty Images

**BY CIARA NUGENT**

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As online challenges go, #trashtag, which went viral on social media over the weekend, is a pretty wholesome one. Hundreds of people shared

photos of themselves litter-picking in trash-strewn parks and streets on Saturday and Sunday, while calling on others to start cleaning up their communities.

The idea for #trashtag has been around for several years, with [one company](#) promoting the idea back in 2015 as a way to protect threatened wilderness areas.

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But it gathered steam over the weekend, as users on [Instagram](#), [Reddit](#) and [Twitter](#) shared dramatically different before and after photos of one wooded area where a man bagged up hundreds of plastic objects — accompanied with an invitation to find a place “that needs some cleaning or maintenance” and “take a photo when you have done something about it.”

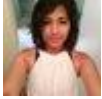
The idea soon spread, with some social media users incorporating “trashtag” into their weekend trips.











[Adhiti@frizhbee](#)

I don't have a before-and-after picture, but here's a couple of pictures of me with my family picking up trash from the road side whenever we made a rest stop. [#trashtag](#)

728

[7:16 AM - Mar 10, 2019](#)

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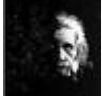
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Did our part today for [#trashtag](#) while offroading in the mountains of California. via /r/pics <https://ift.tt/2HqXj82> created by: <http://j.mp/Theviral>

93

[2:17 PM - Mar 11, 2019](#)

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Others cleaned up in their local communities.

Many added a message explaining why movements like [#trashtag](#) are needed to protect natural landscapes.