



For immediate release
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Keep Houston Beautiful Day Will Leave City Shining

Houston will be shining after hundreds of volunteers put in some serious cleanup work for Keep Houston Beautiful Day April 2.

Students, community organizations and businesses will join forces for projects across the city. It's all part of the Great American Cleanup™.

So many activities are planned for this year that one day could not contain them all. The first project will be held March 29 in the Washington Avenue Corridor, as volunteers from Super Neighborhood 22, Republic Services, Houston Rockets and Asakura Robinson Company, clean up the area, plant trees, mow and even plant containers of vegetables.

In honor of Houston's 175th birthday this year, the Keep Houston Beautiful Day kickoff will be held April 1 at Allen's Landing, the site where, according to legend, the Allen Brothers first set foot in what would become the City of Houston. Volunteers from Lowe's Heroes, Paul Revere Middle School and Houston Rockets will be picking up litter, mulching trees, power washing and painting park benches, to name a few of the tasks.

On April 2, Keep Houston Beautiful will return to the Acres Homes area in northwest Houston to continue the Adopt-a-Ditch program begun last year in partnership with the City of Houston Public Works & Engineering Department Right of Way and Fleet Maintenance Division along Ferguson Way. The goal of the effort is to raise the quality of life by transforming the adopted area into a cleaner, more environmentally pleasant place, keeping the ditch free of litter and debris while improving the quality of the storm water and drawing added attention to stopping illegal dumping in the area.

Volunteers, including students from Chavez and Memorial High Schools, Greenstar Recycling and Kohl's, will be planting trees and irises and putting up barriers to keep trucks from parking and prevent dumping. Door prizes will be handed out at this event, including two roundtrip airline tickets courtesy of jetBlue Airways and tickets from the Houston Dynamo, Astros and Rockets.

Also that day, the East End Management District will be cleaning up Settegast Park. A cleanup is also planned by residents of Keegan's Glen and a landscaping project by the Hermann Park Conservancy.

On April 9, Better Blocks Houston has an event planned on Holman St. in the Third Ward. A Westbrae Parkway cleanup is scheduled for April 16 by the New Braeswood Revitalization Association. Two events will be held on April 30, Comcast Cares Day and the Houston Bar Association's Trash Bash.

For more information, please call Keep Houston Beautiful at 713-839-8855 or visit the website at www.houstonbeautiful.org.

Many generous supporters help make Keep Houston Beautiful Day possible, including Mayor Annise Parker and Houston City Council, State Representative Sylvester Turner, Asakura Robinson Company, Better Blocks Houston, Braes Oaks Management District, Buffalo Bayou Partnership, Chavez and Memorial High Schools, City of Houston Parks and Recreation Department, City of Houston Public Works and Engineering Department Right of Way and Fleet Maintenance, East End Management District, Greenstar Recycling, Home Depot, Houston Dynamo, Houston Independent School District, Houston Rockets, JC Penney's, jetBlue Airways, Kohl's, Living Earth Technology, Lowe's, Marathon Oil Corporation, Mayor's Citizens' Assistance Office, Moody-Rambin Interests, Neighborhood Protection Corps, Nestle, New Braeswood Revitalization Association, Paul Revere Middle School, Republic Waste Services, Scotts Miracle-Gro Company and Waste Management.

Keep Houston Beautiful is the city's leading organization in beautification, litter reduction and recycling education. For 30 years, Keep Houston Beautiful has been reaching out to all segments of our community to educate and empower individuals to take greater responsibility for beautifying and enhancing Houston's environment. Each year's successes have created a cleaner and healthier city for all Houstonians.

The Great American Cleanup™ in Houston continues until May 28. Groups interested in planning a project still have an opportunity to bring it to life. There are two ways to submit an application for a cleanup. You can complete an on-line application at www.houstonbeautiful.org or call 713-839-8855 to have an application faxed to you.