



**HALLIBURTON**



## **NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

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### **HPARD, The Park People, Keep Houston Beautiful Present the First Annual “On The Trail Of Trash” Houston Cleanup Event**

The Houston Parks and Recreation Department, in conjunction with the Park People, Keep Houston Beautiful, the Halliburton Company, and the Shell Oil Company, present the First Annual “On the Trail of Trash” event encouraging Houstonians to Get Up, Get Out and Get Cleaning City park trails. This inaugural cleanup event kicks off on May 6<sup>th</sup> and will include Stude Park/White Oak, Oyster Creek/Cullinan, Hermann Brown Nature, Cullen Park, North MacGregor Park Way at Hermann Park Trails and Waugh Drive at Allen Parkway.

“The Greater Houston area boasts almost 600 miles of park trails that run along neighborhoods, roads and bayous. These trails are an integral part of our park community,” said Joe Turner, Director of the Houston Parks and Recreation Department. “Our corporate sponsors recognize this and have done more than just spoken about the need to increase and maintain environmental consciousness and accountability. They are backing their words with action by helping us pick up the trash themselves; volunteering to personally hit the trails and join litter pick-up crews that will clean, renovate, and breathe new life into our trails.”

Halliburton and Shell Oil Company serve as co-presenting sponsors of “On the Trail of Trash.” Starbucks Coffee Company and Chick-Fil-A will be on-hand as refreshment sponsors.

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Volunteer Cleanup crews include personnel from Lyondell, Cypress Bible Church, Marathon Oil Company, Texas Kayak Fisherman, Galveston County Master Naturalist, Energy Management Corridor District, Buffalo Bayou Partnership, and the Woodland Heights Civic Association.

“Springtime is generally thought of as a time to revive and restore beauty to our neighborhoods, parks and communities. The First Annual ‘On the Trail of Trash’ cleanup is an outstanding volunteer opportunity for Houstonians to get involved in a conservation initiative to maintain park trails,” remarked Robin Blut, Executive Director of Keep Houston Beautiful.

Also on May 6<sup>th</sup>, as part of “On the Trail of Trash,” Houstonians have the opportunity to participate in the Don’t Mess with Texas “Trash and Treasure Hunt” at Hermann Brown Park. Houston has been selected as one of 25 cities for the “Trash and Treasure Hunt” community clean-ups taking place around the state this spring and summer as part of the “Don’t Mess with Texas” litter prevention campaign’s 20<sup>th</sup> Anniversary celebration.

While picking up litter at the “Trash and Treasure Hunt,” volunteers will have the chance to win prizes including a round-trip airfare on Southwest Airlines. Newly added prizes will be updated on [www.DontMessWithTexas20.org](http://www.DontMessWithTexas20.org). Southwest Airlines, La Quinta, McDonald’s, Coca-Cola, Starbucks and Blue Bell Ice Cream are sponsors of the “Trash and Treasure Hunt.”

“Trails are one of the top rated amenities for a park user, and The Park People is delighted to be part of this cleanup day to make our greenway trails even more pleasant.” said Diane Schenke, the Executive Director of The Park People. “We will be handing out our new Greenways Trails Maps at each site, so people will be able to continue exploring our parks and trails.”

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Participants and sponsors of this event will be able to lend a helping hand to Houston park trails by picking up litter and trash, trail grading, removing invasive plants, and repairing park benches.

“Houston is home to our corporate headquarters as well as 12,000 of our employees,” said Andy Lane, Halliburton’s chief operating officer. “Halliburton is committed to being a good corporate citizen and neighbor by supporting a wide variety of charitable organizations here and around the world, and we’re proud to take part in this opportunity to keep our city beautiful by offering the company’s ‘energy to help’.”

For additional information about **On The Trail of Trash**, please visit the Keep Houston Beautiful website at <http://www.houstonbeautiful.org/news.htm>. For information on the Houston Parks and Recreation Department call 713-845-1135 or visit our web site at [www.houstonparks.org](http://www.houstonparks.org)