



MAYOR JOSEPH P. GANIM
BRIDGEPORT, CT

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-PRESS RELEASE-

MAYOR GANIM TO LAUNCH COMMUNITY- WIDE INITIATIVE 'PARK CITY PICKIN' IT UP'

PARK CITY
PICKIN' it UP

THE CITY OF BRIDGEPORT KICKS OFF ITS ANTI-LITTER CAMPAIGN ON EARTH DAY

BRIDGEPORT, CT – Mayor Joseph Ganim with neighborhood community leaders, residents, local business owners and volunteers will launch Bridgeport's anti-litter campaign 'Park City Pickin' It Up.' This is a city-wide and community initiative, in conjunction with the City's "War on Blight," that focuses on the beautification of the city and overall quality of life for our residents. The City has assembled an anti-litter task force that includes Bridgeport Police, Public Facilities, Neighborhood Revitalization Zone (NRZ) members, and the Department of Health and Social Services. The campaign includes– education, engagement and sustainability. **Bridgeport kicks off 'Park City Pickin It Up' with a city-wide clean up event on April 22, 2017 at 10:00 a.m. at Cesar A. Batalla School, 606 Howard Ave, Bridgeport, CT.**

"This initiative has the benefits of positive appearance and vibrancy for visitors and residents; it also brings a sense of pride. It's that feeling of pride and passion in your city, your neighborhood and the overall quality of life that our residents deserve," said Mayor Ganim. "We need everyone's support in making Bridgeport the cleanest the city in the state."

(To volunteer this Saturday, contact Angie Staltaro at angie.staltaro@bridgeportct.gov)

It Starts With the Kids

Raising the consciousness of Bridgeport citizens to make it the cleanest City in Connecticut starts with the youth in our neighborhoods. For the education component of this campaign, organizers will create a curriculum to implement in the local schools.

Doing Your Part

Committees are encouraged to be created to effectively clean up neighborhoods and engage residents, these committees will be held responsible for identifying priority areas for clean up. Efforts will be made to gather volunteers to clean up those designated areas.

Trash Initiative

In an effort making it easy to “pick it up” - the City will distribute 100 new garbage cans that will be placed at bus stops, along major streets, and outside local business. For more information and to ‘Adopt a Trash Can’, local businesses are encouraged to contact Tom Gecewicz at Thomas.Gecewicz@Bridgeportct.gov.

Enforcement

Enforcement of this initiative is as follows; police officers will be encouraged to issue warnings and tickets for littering, the health department inspectors will issue violations to non-compliant retailers, and posting of signage describing \$99.00 littering fines will be distributed. Violations will be given to retailers who do not clean up their designated area; these enforcements are for the better future of our city.

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