

## **Keep Mohawk Valley Beautiful**

*An affiliate of Keep America Beautiful*

### **FOR IMMEDIATE RELEASE**

April 4, 2022

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### **“KEEPING The MOHAWK VALLEY BEAUTIFUL”**

At a joint news conference today with area elected officials, business leaders and community organizations, Keep Mohawk Valley Beautiful (KMVB) - announced that it's launching the “21st Annual Clean & Green Initiative” on Saturday, April 23<sup>rd</sup>.

KMVB is a standing committee of the Mohawk Valley Economic Development District, Inc. (MVEDD), and a six-county NYS affiliate of the national Keep America Beautiful (KAB) program.

KAB works to create sustainable communities that are socially connected, environmentally healthy, and economically sound and their annual clean-up effort is part the country's largest community improvement program. Each Spring, KAB affiliates, like KMVB, engage more than 4 million volunteers in more than 20,000 communities nationwide.

This year, KMVB is asking individuals, businesses, organizations, and community groups to register cleanup or beautification events – new or existing – in the Mohawk Valley region. The goal this year is to register 300 (or more) teams.

Examples of how you or your group can join the effort include: cleaning up litter along roadways, waterways and parks, starting a community garden, participating in a recycling project or hosting a beautification project.

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Last year, over 250 volunteers in six counties participated in the clean-up, collecting over 700 bags of litter from parks, roadways and waterways. “Keep Mohawk Valley Beautiful showcases the significant impact volunteers across the Mohawk Valley can make by working together; environmentally, socially and financially benefiting our region,” says Stephen Smith, MVEDD Executive Director.

By registering your event on the [ohswa.org](http://ohswa.org) website, you are eligible to receive free materials including gloves, trash bags, and other assistance. In addition to free materials and resources, registrants will be highlighted for their efforts on the Authority website and KMVB social media platforms.

### **Supplies can be picked up at strategic locations throughout the region:**

**Utica – City Hall, 4/23 from 8:30am to 10am**

**Rome – City Hall, 4/23 from 8:30am to 10:00am**

**Herkimer – MVEDD office, Mohawk, NY 4/4 – 4/23**

KMVB would like to thank its partners – Bank of Utica, M&T Bank, PJ Green, The Genesis Group, Oneida-Herkimer Solid Waste Authority, Positively Rome, area colleges, school districts and community organizations for supporting this important regional event.

KAB estimates that there are still 2,000 pieces of litter **per mile** along roadways and waterways in this country – but we can all do something to help. To register your team or volunteer your time, [CLICK HERE](#), or visit [www.ohswa.org](http://www.ohswa.org).

You may also follow KMVB on Facebook (Keep Mohawk Valley Beautiful – KMVB) for additional information.

If you would like to report a site that needs to be cleaned or rehabilitated, email Samantha Brown, Recycling Coordinator at [samb@ohswa.org](mailto:samb@ohswa.org) or contact her by phone at (315) 733-1224 ext. 2800.

To make a contribution or donate materials, call (315) 733-1224 ext. 2800.

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