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MAYOR LAUNCHES NEW "REDD UP ZONE" PROGRAM, REVEALS FIRST ADOPTERS

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Boy Scouts and Heinz History Center first on board to commit to cleaner neighborhoods through volunteerism

Mayor calls on groups to adopt a zone

Mayor Luke Ravenstahl today launched his latest servePGH initiative geared toward engaging neighborhood volunteers to take an active stance against litter. Called the "Redd Up Zone" initiative, the City's Department of Public Works (DPW) will provide supplies and trash removal for neighborhood groups and businesses who commit to year-round clean ups. Also announced were the program's first adopters, Boy Scouts of America and Heinz History Center, who have committed to Redd Up Zones in Lawrenceville and the Strip District.

"This program is one of a handful of initiatives that will make our neighborhoods more clean and safe, and allow all residents to be part of Pittsburgh's Third Renaissance," Ravenstahl said. "I encourage local businesses and nonprofits to follow the lead of such organizations as the Heinz History Center, and to adopt a Redd Up Zone."

Adoptees will be responsible for removing litter from at least a half-mile stretch of City streets at least four times per year for two years. The City of Pittsburgh will provide supplies and trash removal, funded by the Department of Public Works and Citiparks, for scheduled cleanups.

The servePGH team has joined forces with the Clean Pittsburgh Commission to work toward the common goal of turning blighted neighborhoods into beautiful communities. By providing insight, guidance and connections with their Neighborhood Steward members, CPC Chairman and Founder of Citizens Against Litter, Boris Weinstein, anticipates success.

"We are proud of the current volunteers dedicated to helping pick up litter in our neighborhoods, and we welcome the Mayor's Redd Up Zone initiative to further this progress," said Weinstein. "Clean Pittsburgh Commission and its member organizations will utilize our resources to help ensure that the Redd Up Zone program is a success."

Boy Scouts Troop #73 signed on to be the Redd Up Zone's first adopter, committing to 34th street through 38th street on Butler Avenue, as well as on Mulberry Way.

"The Boy Scouts of America has a long tradition of community service and that spirit of giving is fundamental to the Scouting program," said Mike Surbaugh, CEO/Executive Director of Boy Scouts of America Laurel

Highlands Council. "We are excited to partner with Mayor Ravenstahl to

offer the opportunity to our Cub Scout Packs, Boy Scout Troops and Venturing Crews, the chance to make a significant difference in City of Pittsburgh neighborhoods."

Nonprofit organizations and corporations are encouraged to rally volunteers and adopt a stretch of streets. The City will be sending applications to community organizations and businesses in the coming weeks in hopes of welcoming new Redd Up Zone volunteers. Applications can also be accessed at reddupzone.pittsburghpa.gov.

The Redd Up Zone kick off coincides with the Clean Pittsburgh Commission's Fall Redd Up Weekend, October 21-23, where an estimated 10,000 volunteers will participate in cleanups across Pittsburgh.

About Cities of Service and servePGH

On September 10, 2009, Mayor Luke Ravenstahl pledged that the City of Pittsburgh would help the country achieve the goals of the Edward M. Kennedy Serve America Act by joining New York City Mayor Michael R. Bloomberg and fifteen other Mayors from across our nation to launch the Cities of Service coalition. The bipartisan coalition includes more than 100 mayors - representing nearly 50 million Americans - who have committed

to work together to engage citizens in a multi-year effort to address pressing city needs through impact volunteerism. By signing the Declaration of Service, Mayor Ravenstahl committed to developing a coordinated strategy to utilize service as a significant municipal strategy for addressing local challenges.

Mayor Ravenstahl launched servePGH in March 2011 to engage Pittsburgh's citizens in service and answer President Obama's national call to volunteerism. Through seven new and innovative servePGH initiatives, Mayor Ravenstahl has engaged citizens in volunteer-fueled solutions to revitalize City blocks, restore vulnerable resident's homes, help middle-school youth navigate life's challenges, and more. Additional information is available at servepgh.pittsburghpa.gov.

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