MAYOR BALLARD TO KICKOFF 33rd ANNUAL GREAT INDY CLEANUP, SATURDAY, APRIL 25TH
THE CITY GETS A “SPRING CLEANING” AS THOUSANDS OF VOLUNTEERS FROM 70 NEIGHBORHOODS RID THEIR STREETS AND ALLEYS OF LITTER

INDIANAPOLIS - On Saturday, April 25, 2009, Mayor Greg Ballard will be the first among thousands of volunteers from 70 different neighborhood organizations to flood the streets of Indianapolis in an effort to give Indianapolis a spring cleaning. Volunteers will pick up litter, clean alleys, and plant trees during the kickoff of the “Great Indy Cleanup,” a litter abatement program which runs annually from April through October.

"The Great Indy Cleanup is a great opportunity for everyone to do their part to make our community cleaner and safer," said Mayor Greg Ballard. "I encourage all residents to not only get involved today, but to commit to keeping our neighborhoods clean throughout the summer and all year round."

The “Great Indy Cleanup,” a program of Keep Indianapolis Beautiful, Inc. (KIB) in partnership with the City of Indianapolis, South Side Landfill, Covanta Energy and Republic Services, aims to relieve streets, walkways and alleys of the obtrusive eyesores left behind by litter and illegal dumping. Neighborhoods receive help from DPW crews with trash trucks and dumpsters. KIB coordinates the event and provides gloves, garbage bags, banners and donated Coca-Cola products to help make the cleanup a success. Disposal of the trash is generously donated by South Side Landfill and Covanta Energy.

Last year, volunteers removed more than 2 million pounds of litter through 277 neighborhood cleanups as a part of this program. The “Great Indy Cleanup” is part of the “Great American Cleanup,” the nation’s largest community improvement program, sponsored by Keep America Beautiful, Inc.

- More -
The kickoff ceremony will be held at 8:00 a.m. at Charles A. Tindley School, 3960 Meadows Dr. and will include a call to action from Mayor Ballard for all residents to pick up litter throughout the month of April. Mayor Ballard’s “Pledge to Pitch In” program encourages all residents to do their part throughout the month of April by cleaning up yards, streets and alleys to help keep their communities free of litter and debris. Residents can register to “Pledge to Pitch In” by calling 317.327.5300 or visiting http://www.indy.gov/eGov/Mayor/Pages/home.aspx.

TIMELINE FOR APRIL 25:

8 a.m.
Opening Ceremony Speakers: Greg Ballard, Mayor of Indianapolis; Olgen Williams, Deputy Mayor of Indianapolis; David Forsell, President of Keep Indianapolis Beautiful, Inc.; Marcus Robinson, Principal and CEO of Charles A. Tindley Accelerated School and Dr. Charlie Schlegel, School Director of Challenge Foundation Academy. Great Indy Butt Out high school winners announced. Top two high schools that picked up the most cigarette butts in the month of April will be acknowledged by Mayor Ballard.

8:45 a.m.
Volunteers and residents start cleaning the city. Mayor Ballard and staff will be joining neighbors and volunteers to clean up litter throughout Indianapolis.

1 p.m.
Mayor Ballard will join Warren Pride for the Wrap-up Celebration at Creston Middle School, 10975 East Prospect.

“Every Litter Bit Helps”
Beginning April 6th, residents have been able to register for the Every Litter Bit Helps campaign. Sign up at any YMCA of Greater Indianapolis, any Marion County Public Library, or any Marion County Papa John’s Restaurant. Volunteers will receive a trash bag and gloves, and can place their collected litter out for their standard weekly trash pickup.

The Great Indy Cleanup program kicks off on Saturday, April 25 and runs through October. Neighborhoods can organize their own litter cleanups and receive resources through KIB. KIB provides gloves and trash bags as long as supplies last. Limited dumpsters are available. To sign-up, visit www.kibi.org or contact Tammy Stevens at tstevens@kibi.org or 264-7555, x116 for information.

While KIB encourages private beautification projects around the home and personal property, the resources allocated to this neighborhood development initiative are reserved for cleaning public spaces only—not for personal/household use.

For more information about other beautification programs and resources that can help your neighborhood, visit www.kibi.org.

# # #