## CITY OF SHREVEPORT
# MAYOR ADRIAN PERKINS

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FOR IMMEDIATE RELEASE

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### Press conference to announce start of #CleanerShreveport

The City of Shreveport is holding a press conference to kick off its #CleanerShreveport public awareness campaign geared at enhancing our community. **It will start at 2 p.m. on today at Riverview Park (601 Clyde Fant Parkway).**

This initiative will span across every department from Public Works and Property Standards to Information Technology and Economic Development. It will target opportunities to enrich and improve our city.

"Tackling litter and trash is no easy endeavor, but we will be working with relevant stakeholders to show our love for this city and encouraging citizens to pitch in to help," said Mayor Adrian Perkins. "There must be a unified effort between government and the community to create a more beautiful city that we all can be proud to call home."

The City of Shreveport is partnering with Shreveport Green to host its next *Love Shreveport Citywide Cleanup* on Saturday, October 23. Teams can start registering at www.shreveportla.gov.

During its inception in 2019, more than 1,000 community members participated in the Citywide Cleanup. Due to COVID-19, another cleanup wasn't held until the Spring of 2021 and despite limitations caused by the pandemic 700 volunteers registered with 42 groups signed up.

"We are inviting all of our citizens to join our effort by volunteering to clean those streets and public places that they see or use every day," said Donna Curtis, Executive Director of Shreveport Green. "The most recent national litter study revealed that if every citizen in the United States picked up 152 pieces of litter, our country would be free of litter. So, let's get started here in our community!  Sign up and volunteer to join the clean movement on Saturday, October 23!"

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