

NEWS Release

BUREAU OF LAND MANAGEMENT
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For Release: Immediately
News Release #: OR-2007-007

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Great American Cleanup Events Scheduled from March 1 – May 31

ROSEBURG, OR. – Volunteers are needed to improve the quality of life in Douglas County as they clean up and beautify public streets and waterways during Keep America Beautiful's **Great American Cleanup**, the nation's largest annual community improvement program, March 1 through May 31. The Bureau of Land Management is encouraging volunteers to contact them if they are ready to roll up their sleeves and support clean communities. To volunteer, call Joe Ross, BLMs Roseburg District volunteer program coordinator, at (541)464-3248. BLM will provide crews with litter bags and other needed supplies.

"The Great American Cleanup has become more and more a staple of our American landscape every year with millions of volunteers taking the environment into their own hands. Americans are rallying together to clean up graffiti, eliminate litter, green up and beautify surroundings while preserving our waterways to create a cleaner, safer and more beautiful environment for generations to come," said G. Raymond Empson, president of Keep America Beautiful.

This is the second year that BLM, Roseburg has partnered with Keep America Beautiful to support this event. BLM Roseburg District Manager, Jay Carlson said, "We think that this is for an extremely good cause – engaging folks to take greater responsibility for improving their local environment. This nonprofit forms public-private partnerships and programs, with the Great American Cleanup being the organization's signature program that mobilizes millions of volunteers to improve their communities through hands-on participation. They are truly an organization which makes a difference"

In 2007, the **Great American Cleanup** is expected to involve close to 3 million people, volunteering more than 8 million hours to clean, beautify and improve 15,000 communities during 30,000 events from coast to coast in all 50 states. Activities will include beautifying parks and recreation areas, cleaning seashores and waterways, handling recycling collections, picking up litter, planting trees and flowers, and conducting educational programs and litter-free events.

In 2006, 2.2 million Great American Cleanup volunteers collected a record-breaking 228 million pounds of litter and debris; planted 5.4 million flowers and bulbs; cleaned 165,000 miles of roads, streets and highways; and cleaned 6,120 miles of rivers, lakes and shorelines. In addition, according to a 2005 Keep America Beautiful survey, 92 percent of Great American Cleanup organizers noted that their communities, neighborhoods and residents felt safer after volunteers united to clean and beautify the local environment.

America's companies support and sponsor efforts for the 2007 **Great American Cleanup**. National sponsors are: American Honda Motor Company, Inc., Firestone Complete Auto Care™ TiresPlus®, GLAD® ForceFlex™ Trash Bags from The Glad Products Company, Pepsi-Cola Company, SAM'S CLUB®, Scott's Miracle-Gro Company, Sparkle® Paper Towels from Georgia-Pacific Corporation, Troy-Bilt®, Waste Management, Inc. and Wm. Wrigley Jr. Company. An educational partner is the Rubber Manufacturers Association. "These companies also deserve our recognition and appreciation for their support and involvement," said Carlson.

For more information, visit www.kab.org. To schedule a cleanup in your community and to pickup materials, please call Joe Ross at (541)464-3248.

Roseburg District Office

BLM

