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For Immediate Release:

**Spring Cleanups in the Parks, “Green Living Festival”**  
*Keep Greater Milwaukee Beautiful & Milwaukee Riverkeeper Recruit Volunteers*

Milwaukee, WI (March 20, 2014) —Keep Greater Milwaukee Beautiful (KGMB) and Milwaukee Riverkeeper are seeking volunteers for “Community Kickoff Day” of the Great American Cleanup™ and the 19<sup>th</sup> Annual Spring River Cleanup, April 26, from 9 a.m.–noon. Park and river cleanup sites are located throughout Milwaukee County Parks, with the official opening taking place at Mitchell Park, 524 S. Layton Blvd.

The event opening at Mitchell Park coincides with the Green Living Festival at The Domes, which features demonstrations, talks, and activities for the kids—all centered on healthy strategies and sustainability. This year MMSD will also be at the park with a Medicine Collection Day, from 10 a.m.–2 p.m.

The Great American Cleanup™ is a nationwide program encouraging volunteers to become involved in cleanups in their own communities. According to KGMB, last year more than 50,000 volunteers participated in the Milwaukee Area alone.

“We are grateful for Keep Greater Milwaukee Beautiful and Milwaukee Riverkeeper, their programs, and all of the amazing cleanup participants,” said John Dargle, Jr., Milwaukee County Parks Director. “Last year the community benefitted from over 163,000 volunteer hours contributed during these cleanups, but even more, we benefitted from the sense of stewardship instilled in preserving and protecting our park lands.”

Milwaukee County Parks participating in the Community Kickoff Day are Bradford Beach, the Lakefront Bike Trail and Trail bluffs, and the following parks: Cudahy, Carver, Dretzka, Falk, Grant, Humbolt, Jackson, Jacobus, James W. Beckum, Kletzsh, Lake, Lincoln, Pulaski – Milwaukee, Sheridan/Warnimont, South Shore, Washington, and Whitnall Park/Potter’s Forest.

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In addition, the Great American Cleanup™, which runs March 1–May 31, seeks individuals and groups to join any of the existing litter cleanups or by organizing their own neighborhood, community, park, or river cleanup. Supplies, posters, and “Thank You” coupons are provided by KGMB to groups during the official run of the program.

During the River Cleanup, volunteers will work to remove litter, trash, and the sometimes bizarre pieces of garbage that find their way into the river system. Volunteers may participate at over 50 locations throughout the Greater Milwaukee Area. Milwaukee Riverkeeper will provide bags, gloves, and t-shirts to participants.

Milwaukee County Parks or Parkways adjacent to rivers and participating in the Community Kickoff Day are Kinnickinnic River (at Holler and Jackson), Menomonee River (at Honey Creek, Hoyt, Hansen, Jacobus , Little Menomonee River, Underwood Creek), Milwaukee River (at Estabrook, Gordon, Kern, Kletzsch, Lincoln Creek, and Lincoln Park).

River Cleanup volunteers may also collect pledges for every bag of trash they fill in the cleanup. Those who raise or donate \$100 will be entered in a drawing for prizes. Every dollar raised goes directly toward restoring streambanks, identifying pollution, fighting for strong water policies, and the enforcement of laws to keep the water clean.

For information on KGMBs cleanups, visit [kgmb.org](http://kgmb.org)

For information on Milwaukee Riverkeeper cleanups, visit [milwaukeekeeper.org/rivercleanup](http://milwaukeekeeper.org/rivercleanup)

For information on the Green Living Festival, visit [county.milwaukee.gov/FloralShowampEventSc10360/GreenLiving.htm](http://county.milwaukee.gov/FloralShowampEventSc10360/GreenLiving.htm)

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