



City of
OAKLAND
California

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News from: Oakland Public Works Agency

FOR IMMEDIATE RELEASE

May 11, 2011

Join Millions of Volunteers Nationwide in Great American Cleanup 2011

National Effort Rallies Oakland to Declare Green Starts Here!

Oakland, CA – Looking to make West Oakland a cleaner, greener, more livable community? Keep Oakland Clean and Beautiful encourages you to get involved in the 2011 Great American Cleanup, a national campaign organized by the nonprofit national group, Keep America Beautiful. Local volunteers are invited to participate on **Friday, May 13, 2011 in West Oakland from 9:00 a.m. to 2:00 p.m.** Meet at 3501 San Pablo Avenue (at the California Hotel) and move in all directions to clean and beautify streets, medians, sidewalks and parks along the route.

“This is one of our gateways into the City. Many residents are seniors or live in single-room units in the newly remodeled California Hotel. Let’s help make this a beautiful place neighborhood,” said Mayor Jean Quan.

The national 2011 theme, **Green Starts Here**, is a rallying call to encourage groups, community leaders and people of all ages and walks of life to help create more sustainable communities through efforts as volunteers, and through our daily choices and actions. The Keep Oakland Clean and Beautiful department of the Oakland Public Works Agency hopes that every volunteer will proudly declare **Green Starts Here**, in West Oakland,” said Cookie Robles-Wong, KOCB coordinator. “We can accomplish great things with the commitment of our communities.”

Throughout the months of March, April and May, an anticipated 1,200 KAB affiliates and participating organizations nationwide will rally an estimated 3.5 million volunteers to hold litter and debris cleanups on public lands and waterways, host recycling drives, spruce up community amenities like parks and playgrounds, remove graffiti, plant trees and community gardens, and host many more activities designed to improve the living environments that we all call home.

“Volunteers are essential to strengthening our communities, boosting our local economies and protecting our shared environments,” said Matthew McKenna, president and CEO of Keep America Beautiful. “The Great American Cleanup provides a wonderful opportunity to inspire civic engagement that addresses the very real challenges of our times.”

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