



## For Immediate Release

### Contacts:

Nicky Mora  
District Communications & PR Specialist  
Pittsburg Unified School District  
[nmora@pittsburg.k12.ca.us](mailto:nmora@pittsburg.k12.ca.us)  
(925) 473-2427  
(831) 578-7180 (cell)

Laura Wright  
Environmental Affairs Manager  
City of Pittsburg  
[LWright@ci.pittsburg.ca.us](mailto:LWright@ci.pittsburg.ca.us)  
(925) 252-4114

## MEDIA ADVISORY

### City of Pittsburg and Pittsburg Unified School District Team-up for Clean-up on Civic Pride Day

Civic Pride Day is a new annual event developed by the City of Pittsburg and Pittsburg Unified School District. The goal of the event is to bring community volunteers together, to help remove litter from nearby parks, schools, and the downtown waterfront area.

“Civic Pride Day ties into our green initiatives at Pittsburg Unified School District,” said Matt Belasco, Director of Maintenance, Operations, and Transportation, Pittsburg Unified School District. “We are working with students at school sites to encourage them to be proactive in the fight against litter by changing behaviors “We want them to recognize the importance of proper waste disposal. They start with ‘Pitt Pride’ in their own schools and hopefully that will cascade to the committee, making Pittsburg an even more beautiful city where trash is in its place.”

“Civic Pride Day is just that – a day to take pride in our community and clean up unwanted litter,” said Laura Wright, City of Pittsburg. “We are hoping this will engage the community in the discussion and education to stop litter in our community by changing behavior and taking action; cleaning out pickup beds before driving, walking a few extra feet to place garbage in a receptacle, not dropping water bottles, wrappers or cigarettes, and much more. We are hoping this event will bring action and change to get more people and our students involved in the effort to keep this beautiful City clean.”

- WHO:** City of Pittsburg and Pittsburg Unified School District invite residents and community members to volunteer at a litter removal event on 4/29 at five locations in Pittsburg.
- WHEN:** Saturday, April 29 2017: 9:00am – 12:00pm (Registration starts at 8:30am)
- WHERE:** **Five Locations Throughout the City of Pittsburg**  
Buchanan Park: 4150 Harbor Street, Riverview Park: Bayside Drive Waterfront, Martin Luther King Jr. Junior High: Terminus of Carion Court, Rancho Medanos Junior High School: 2301 Range Road, and Civic Park: Meet at Flagpoles. Volunteers are encouraged to RSVP for preferred clean-up location. RSVP information:  
<http://www.ci.pittsburg.ca.us/index.aspx?page=17&recordid=5237>  
[www.PittCivicPride2017.eventbrite.com](http://www.PittCivicPride2017.eventbrite.com)
- WHY:** City of Pittsburg and Pittsburg Unified School District kickoff the first annual event to clean-up trash in Pittsburg.
- WHAT:** At each volunteer location, volunteers will be given tools to grab, collect, and count trash. Releases for adults and minors are required to participate in this event. See website link above or Event Brite link for release forms, to bring to event location. The City will also be participating in National Prescription Drug Takeback Day. At City Hall on 4/29, there will be a police monitored receptacle where the public can safely drop off unwanted or expired prescription drugs.
- PHOTO OPP:** Photo and video opportunities are available five clean-up locations. Please contact Nicky Mora, District Communications and PR Specialist or Laura Wright, Environmental Affairs Manager, City of Pittsburg if you plan on covering this event.

### **About Pittsburg Unified School District**

Awarded the College Board's Gaston Caperton Opportunity Honor Roll award in 2016 for expanding access to college, [Pittsburg Unified School District](http://www.pittsburgca.gov/education) (PUSD) is one of 130 school districts across the nation recognized for creating opportunities for traditionally underrepresented students. PUSD is a K-12 district serving the community of Pittsburg, California. Founded in 1933, the school system is committed to providing an excellent opportunity for all students to learn. Comprised of eight elementary schools, three junior high schools, one comprehensive high school, one alternative education high school, an

adult school, independent study options, and a preschool program, the school district serves more than 11,000 students. PUSD is located in the San Francisco Bay Area, fifty minutes outside of downtown San Francisco. <http://www.pittsburg.k12.ca.us>

### **About City of Pittsburg**

City of Pittsburg is a community of 70,000 located in eastern Contra Costa County along the Sacramento-San Joaquin Delta. For more information, please visit:

[www.ci.pittsburg.ca.us](http://www.ci.pittsburg.ca.us)

###