



FOR IMMEDIATE RELEASE

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THE FIFTH ANNUAL WINTER WIPEOUT LITTER CLEANUP CAMPAIGN BEGINS

High Point, N.C. (Feb. 2, 2020) - The City of High Point and Keep High Point Beautiful are hosting the fifth annual Winter Wipeout litter cleanup campaign, which focuses on litter cleanup of city roadways and intersections. The campaign will kick off on Monday, Feb. 8, 2021, and will run through Sunday, March 7, 2021. During this time frame, volunteers can pick up their supplies and clean up when it works best for their schedule.

The Winter Wipeout campaign is an easy way to help beautify High Point, take care of the environment and serve our community. The campaign time frame of four weeks allows for volunteers to choose when it is most convenient for them to clean up. During the winter months, the trash that has been hidden by vegetation is revealed. While many trees, vines and flowers lay dormant, we are better able to see and reach what has been hidden for weeks or possibly months.

How It Works:

- Keep High Point Beautiful has compiled a list of litter hotspots from information provided by the community at www.highpointnc.gov/khpb
- Once a litter hotspot is received (street, stream, etc.), it will be posted to the online Litter Hotspots Map.
- Groups can submit their own litter hotspot to clean or select an area using the Litter Hotspots map linked within the online registration form.
- Keep High Point Beautiful will provide trash and recycling bags, gloves, safety vests and grabbers/reachers to participating groups.
- Sites can be cleaned up anytime between Monday, Feb. 8, 2021, and Sunday, March 7, 2021.
- Please leave all bags on the side of the road and place bags together when possible. Please do not block sidewalks.
- When the cleanup is complete, report the number of bags collected and the number of volunteers who participated by completing the data reporting card provided.

Please visit the City of High Point's website or use www.highpointnc.gov/winterwipeout for direct access to more information on the Winter Wipeout! For more information, please contact Rebecca Coplin at 336-883-3520 or rebecca.coplin@highpointnc.gov

The City of High Point and Keep High Point Beautiful recommend that all volunteers adhere to the current safety procedures as outlined by the current Governor of North Carolina with regards to COVID-19.

The City of High Point aims to serve as the catalyst for bringing together the community's human, economic and civic resources for the purpose of creating the single most livable, safe and prosperous community in America.

For more information on the City, visit www.highpointnc.gov

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