



FOR IMMEDIATE RELEASE

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The City of High Point and Keep High Point Beautiful Announce the Inaugural Winter Wipeout Litter Cleanup Campaign

HIGH POINT, NC (February 6, 2017) – Beginning this month, the City of High Point and Keep High Point Beautiful will host the inaugural Winter Wipeout litter cleanup campaign, which focuses on litter cleanup of city roadways and intersections.

The Winter Wipeout campaign is a new and easy way to help beautify High Point, take care of the environment and serve our community. During the winter months, 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.

The campaign time frame of three weeks allows for volunteers to choose when it is most convenient for them to clean up. The Winter Wipeout will run from Monday, February 13 until Sunday, March 5. During this time frame volunteers can pick up their supplies and cleanup when it works best for their schedule.

How It Works:

- Keep High Point Beautiful will compile a list of litter hotspots and participating groups from information provided by the community at www.highpointnc.gov/winterwipeout.
- Once a litter hotspot is received (street, stream, etc.) it will be posted to the online Winter Wipeout map.
- Groups can submit their own litter hotspot to clean, or select an area using the Winter Wipeout map.
- Keep High Point Beautiful will provide trash and recycling bags, gloves, safety vests and grabbers/reachers to participating groups.
- Sites must be cleaned up anytime between Monday, February 13 and Sunday, March 5.
- 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 number of volunteers who participated by emailing the info to rebecca.coplin@highpointnc.gov.

Please visit www.highpointnc.gov/winterwipeout to access more information, submit a hotspot or register your group.

For more information, please contact Rebecca Coplin at 336.883.3520 or rebecca.coplin@highpointnc.gov.

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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