



FOR IMMEDIATE RELEASE

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Winter Wipeout Campaign Removes Over 1,500 Pounds of Litter

HIGH POINT, NC (March 7, 2017) – 71 volunteers removed 1,530 pounds of litter from area roadways and streams as part of the inaugural Winter Wipeout litter campaign launched last month by the City of High Point and Keep High Point Beautiful.

The idea behind the campaign was that during the winter, trash that has been hidden by vegetation is revealed. While many trees, vines and flowers lay dormant, it is easier to see and reach litter that has been hidden for weeks or possibly months. From Monday, February 13 to Sunday, March 5 volunteers could sign up to clean a litter hotspot as selected from a list compiled by Keep High Point Beautiful or submit a hotspot of their own. Volunteers were provided with trash and recycling bags, gloves, safety vests and grabbers.

“We are so thankful to everyone who came out to aid in this three-week cleanup. We appreciate that so many go beyond the steps of reporting litter and take action in their neighborhood by participating in campaigns like the Winter Wipeout. Even though this year’s Winter Wipeout is officially over, the City of High Point and Keep High Point Beautiful will continue to offer litter cleanup supplies to groups and individuals that are interested in hosting a cleanup in their neighborhood,” said High Point Beautification Supervisor Rebecca Coplin.

Interested volunteers can find more information at www.highpointnc.gov/keephighpointbeautiful.

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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