



PRESS RELEASE

IMMEDIATE RELEASE

Contact: Rick Hose, KIB Administrator,

O: 972-721-2175, C: 972-742-2421

Email: rhose@cityofirving.org

KIB HOSTS “DON’T MESS WITH TEXAS TRASH-OFF” AT TRINITY VIEW PARK

Irving, Texas, April 11, 2016. Every April, Keep Irving Beautiful (KIB) hosts a cleanup in conjunction with Keep Texas Beautiful’s “Don’t Mess with Texas Trash-Off.” Affiliates in communities all across Texas held their own cleanups on the same day as part of the state’s signature event for the nation-wide “Great American Cleanup.” KIB’s event was held on Saturday, April 9 at Trinity View Park, and drew 215 volunteers (151 adults and 64 youth) who gave 645 hours in collecting 2,140 pounds of trash and 520 pounds of recyclable materials. The groups spread out across the park, along creek beds, tree lines and wooded areas, collecting litter that had been washed into this low-lying area, and preventing it from getting to the Elm Fork of the Trinity River, which forms the eastern border of the park. Following the cleanup, volunteers were treated to a hot dog lunch prepared by volunteers from the City of Irving’s Planning and Community Development Department, and registered for prize drawings. Many of them also took advantage of the free blood pressure screenings offered by North Lake College nursing students, or visited the table hosted by local fossil expert Jon Halsey, a regular contributor to KIB cleanups.

KIB would like to thank their partners in this event, starting with the City of Irving, including Parks and Recreation for reserving the park and providing supplies and logistic guidance, Solid Waste Services for providing the roll-off containers and weighing the materials collected, Code Enforcement for providing equipment and transporting materials to a central collection location, and Planning and Community Development for cooking and serving the lunch. Chips were donated by the Irving Frito-Lay facility, and Fast Signs Las Colinas provided the banner and sponsor logos. Vizient donated reusable drinking devices which were given to all volunteers who participated in the blood pressure screenings, while the Kroger Company and Irving Parks and Recreation each provided prizes for the drawing. Sponsors also included Rambler Newspapers, Verizon, Arnold Brothers Wood Products, North Lake College, the Burb and the Irving Family YMCA.

“The Trash-Off is a great community-wide event that we look forward to every spring,” said KIB Board Member Scott Wilson. “We have hundreds of volunteers who all share the same passion for keeping their communities clean and litter-free, but they also are a part of a much bigger picture. Not only is Irving conducting a cleanup, but cities and towns all over Texas are hosting similar events as part of a state-wide effort. Those in turn are part of the Great American Cleanup, which brings millions of volunteers together in all parts of the country.”

Keep Irving Beautiful is a non-profit, grassroots, leadership organization dedicated to educating our community about litter abatement, recycling, and beautification in order to help preserve the health and promote the social and economic prosperity of our city. To find out how you can volunteer, go to www.keepirvingbeautiful.org or call the KIB office at 972-721-2175.