



FOR IMMEDIATE RELEASE

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Media Alert: Scoop Up the Litter in Central Eastside: July Portland Business District Cleanup

*****Media Advisory – All Media Are Invited*****

What: Portland Business District Cleanup, sponsored by Plaid Pantry

When: Wednesday, July 24, from 9:00 am to 11:00 am

Where: 1300 SE Stark St Portland, OR 97214 | [Map Link](#)

Event Description: In celebration of National Ice Cream Month, volunteers can indulge their love for ice cream while promoting a positive impact on the environment in Portland's Central Eastside. As a thank you, women-owned Ice Queen and community-based Salt & Straw will be sharing free and discounted frozen treats!

Why: Portland's business districts are the heartbeat of our city and keeping them clean is vital to our economy and the environment. Litter poses a significant threat to our community's well-being, affecting the aesthetics and overall health of our streets, neighborhoods, and waterways. SOLVE's mission is to create opportunities for individuals and businesses to give back to their communities and play a critical role in maintaining the beauty and integrity of our city from the harmful effects of trash. Together, we can create a cleaner, more inviting downtown that reflects our pride in the city and care for our community.

Media Crews: Arrive by 8:45 in the grass field in front of Revolution Hall to see approximately 100 volunteers of all ages checking in, collecting their cleanup supplies, receiving a safety speech and event debrief, and then heading out in groups to pick up litter in the surrounding area. The event will run from 9 am to 11 am, with volunteers expected to spread throughout the area.

This event will have plenty of visuals of volunteers picking up litter, making for great community packages, VOs, and VOSOTS.

Available interviewees:

- Kris Carico, Chief Executive Officer, SOLVE
- Jonathan Polonsky, Chief Executive Officer, Plaid Pantry

Visit the [Portland Business District Cleanup webpage](#) on the SOLVE website for more information.

About [SOLVE](#):

SOLVE is a statewide non-profit organization that brings people together to improve our environment and build a legacy of stewardship. Since 1969, the organization has grown from a small, grassroots group to a national model of volunteer action. Today, SOLVE mobilizes and trains volunteers of all ages across Oregon, and SW Washington to clean and restore our neighborhoods and natural areas, and to build a legacy of stewardship for our state. You can follow SOLVE on Instagram at [@SOLVEinOregon](#), Facebook at [@SOLVEOregon](#), or at www.solveoregon.org.

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MEDIA CONTACTS:

For more information, please contact:

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