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## **NEW YORK CITY WANTS TO “STOMP OUT LITTER”**

The Mayor’s office announced today that The Mayor’s Fund to Advance New York City, the NYC Department of Sanitation, and Waste Management, Inc. in conjunction with Keep America Beautiful have joined with the long-running New York hit, **STOMP**, to create a series of compelling and percussive public service announcements, as well as subway, bus and other outdoor print ads under the banner **STOMP OUT LITTER**.

National nonprofit Keep America Beautiful® will mobilize millions of volunteers nationwide to clean, beautify and improve their communities during the Great American Cleanup™, the nation’s largest community improvement program held annually from March 1 through May 31. New York City’s official kickoff of its Great American Cleanup effort will take place in Times Square’s Military Triangle at 43<sup>rd</sup> Street and Broadway today at 11:30 a.m. The Mayor’s Fund to Advance New York City and the NYC Department of Sanitation in conjunction with Waste Management, Inc., will unveil the PSAs at the event.

All five boroughs are captured in the stunning spots, which follow cast members across the city to locations including The Bronx Zoo, the Staten Island Ferry, the Brooklyn Bridge Promenade, the World’s Fair Unisphere in Flushing, a Corona street scene, Central Park, and Times Square among other iconic locations. The spots were directed by STOMP’s creators, **Luke Cresswell** and **Steve McNicholas**.

Festivities will begin with Presentation of Colors by the New York City Department of Sanitation color guard and singers from the High School for Environmental Studies leading the crowd in the national anthem. Actor and talk show host Tony Danza will address the crowd and unveil the top 10 ways to STOMP OUT LITTER in New York City.

STOMP arrived in New York in 1994 from the UK and has become part of the theatrical landscape in New York, across the country and around the world. Cresswell and McNicholas said “New York welcomed STOMP with open arms, so it makes us proud to be part of a campaign which gives something back to the city.”

**Mayor Michael R. Bloomberg** said: “I am delighted to participate in New York City’s launch of STOMP OUT LITTER, a massive education campaign to help keep New York City clean. New York City is the cleanest it’s been in over three decades, and with this dynamic public awareness campaign it will only get better,” said Mayor Bloomberg. “I am delighted to launch the STOMP OUT LITTER campaign to sustain and enhance the great work of our Sanitation

Department. We are grateful to our invaluable partners in this effort, Waste Management, Inc., STOMP and Keep America Beautiful, who are helping to spread the anti-litter message.”

“The Department of Sanitation is very proud to launch the STOMP OUT LITTER campaign whose objective is to eliminate, once and for all, littering in New York City,” said **Sanitation Commissioner John J. Doherty**. “We’re fortunate to be joined in this effort by our partners: Keep America Beautiful and the extraordinary percussion group STOMP. Although the men and women of Sanitation tirelessly work to keep the Big Apple clean, in a city the size of New York, cleanliness is everybody’s responsibility. So let’s all work together to STOMP OUT LITTER and keep New York City clean.”

“Waste Management is excited to be a part of this unique effort to promote environmental stewardship,” said **David P. Steiner**, CEO, Waste Management, Inc. “Whether it’s keeping New York City litter-free or helping to promote recycling, it’s all a part of thinking green and being a trusted and valued community partner.”

“Keep America Beautiful is proud to kick off its New York City Great American Cleanup effort in Times Square for the third consecutive year,” said **G. Raymond Empson**, president of Keep America Beautiful, “and we’re especially excited to be a part of New York’s announcement of its anti-litter initiative, STOMP OUT LITTER. This is further demonstration of how important litter prevention and other quality of life issues are to Mayor Bloomberg and New York’s Department of Sanitation.”

**Desiree T. Sayle**, Deputy Assistant to the President and Director of USA Freedom Corps, will deliver remarks on behalf of President George W. Bush, who is serving as the Honorary Chair of the Great American Cleanup for the fourth consecutive year, and Mrs. Laura Bush, who is joining him as the Honorary Chair for the second consecutive year. Sayle will present **Carl Berner**, a 104-year-old “super volunteer” from Queens, N.Y., with the President’s Volunteer Service Award. For 68 years, Berner has participated in civic and community improvement activities and has motivated others to clean up and beautify the Middle Village community.

The event will also include appearances from Commissioner John J. Doherty from the NYC Department of Sanitation; Keep America Beautiful’s President Ray Empson and Vice President Gail Cunningham, who is also the Managing Director of the Great American Cleanup, and approximately 100 students combined from NYC-area high schools including the High School for Environmental Studies, Jacqueline Kennedy Onassis High School and the Repertory Company High School for Theatre Arts. The event will be live-broadcast on three of the “big boards”: The ABC Times Square Studios board, NBC Astrovision by Panasonic and the Reuters Sign at 3 Times Square. Several other boards will feature tributes to Keep America Beautiful and the Great American Cleanup.

In 2006, the Great American Cleanup is expected to involve 2.5 million people, who will volunteer more than 8 million hours to clean, beautify and improve 15,000 communities during 30,000 events in all 50 states. Activities will include beautifying parks and recreation areas, cleaning seashores and waterways, handling recycling collections, picking up litter, planting trees and flowers, and conducting educational programs and litter-free events.

On March 2, Keep America Beautiful joined the State of Mississippi in mobilizing hundreds of volunteers to clean up, fix up and beautify the city of Biloxi as part of a Hurricane Katrina restoration project for the Great American Cleanup. With the help of state and local affiliates, and Great American Cleanup sponsors, the event made a visible difference in the community by removing debris and replanting coastal areas. Ongoing activities in the Biloxi area connected to the three-month Great American Cleanup will include additional debris removal and tree planting, household hazardous waste collection, collecting electronic debris for proper disposal and recycling, and roadway/waterway litter clean-ups.

America's companies are dedicated to supporting and sponsoring the efforts for the 2006 Great American Cleanup. The national sponsors include: American Honda Motor Company, Inc., Firestone Complete Auto Care™ TiresPlus®, GLAD® ForceFlex™ Trash Bags from The Glad Products Company, Pepsi-Cola Company, SAM'S CLUB®, Scotts Miracle-Gro Company, Sparkle® Paper Towels from Georgia-Pacific Corporation, Troy-Bilt®, Waste Management, Inc. and the Wm. Wrigley Jr. Company; Educational Partner: Rubber Manufacturers Association.

STOMP has received an Olivier Award; an Obie Award; Drama Desk and Emmy Awards, and an Academy Award nomination, among several honors, and has been seen in venues ranging from The Acropolis in Athens to the Academy Awards. It is currently playing in New York, London, and on North American and European tours.

For more information on STOMP, please visit [www.stomponline.com](http://www.stomponline.com) or [www.stomp.co.uk](http://www.stomp.co.uk).

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