



**FOR IMMEDIATE RELEASE**

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### **Media Alert: Pick It Up, Portland! at Holladay Park**

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

**What:** [Pick It Up, Portland!](#) sponsored by Pacific Power

**When:** Friday, June 21, from 10:00 AM to 12:00 PM

**Where:** NE Holladay St. and NE 11th Ave. Portland, OR 97232 | [Map Link](#)

**Event Description:** Pick it Up, Portland! is a two-day, city-wide annual cleanup event. The 8<sup>th</sup> edition, sponsored by Pacific Power, takes place on Friday, June 21, and Saturday, June 22. SOLVE staff will lead the charge on Friday, setting the tone for a weekend of positive change with four litter cleanups at the Eastbank Esplanade, Downtown Portland, Sellwood Riverfront Park, and Holladay Park.

On Saturday, June 22nd, volunteers will join forces with community event leaders to tackle litter and beautify neighborhoods all over Portland.

**Why:** 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 residents, businesses, and volunteers from all corners of Portland 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 9:45 a.m. in Holladay Park 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 10 am to 12 pm, with volunteers expected to spread throughout the Lloyd District.

**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
- Alisa Dunlap, Regional Business Manager, Pacific Power

Visit the [Pick It Up, Portland!](#) event page on the SOLVE website for more information.

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**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](http://www.solveoregon.org).

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**MEDIA CONTACTS:**

For more information, please contact:

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