



MEDIA ALERT * MEDIA ALERT * MEDIA ALERT * MEDIA ALERT

PennDOT-Approved Company to Clean Up Route 80 East and West
The next phase of Pick Up the Poconos begins

The first phase of Pick Up the Poconos was to spread awareness and shine a light on issue of littering. We are currently running local TV commercials, billboards, radio ads, and more. Pick Up the Poconos was launched at our annual [Tourism Day](#) luncheon informing our members and media. The PMVB has also talked with several organizations, and partners on the issue and has received an overwhelming amount of support.

Our microsite, PickUpThePoconos.com, has launched and has been a useful landing page for our campaign. Anyone can find resources on how to conduct their own pick-up, safety tips, how to report an excess of litter, info on the campaign, and much more.

Our second phase, which we are now in, includes the following:

1. **Hiring a PennDOT-approved contractor to pick up litter in parts of our area along roadways.**
We have hired [Adopt A Highway Maintenance Corporation](#) to clean six times per year along Route 80 (both East and West) from the Delaware Water Gap to Tobyhanna at the Route 380 split.
 - a. The first pick-up for Route 80 is scheduled to begin Monday, June 25, from 8am – 4pm beginning at the Delaware Water Gap going towards the Route 380 split. Traffic patterns are not expected to be affected.
 - b. Recently added onto the contract was the cleaning of Route 380 (both North and South) from the Route 80 junction to Route 423. Next, we are looking to add on entrance/exit ramps and possible parts of Route 84, however we need to raise some additional funds.
2. **Employees of the PMVB will be going out to Pick Up the Poconos on July 11.**
We have adopted two locations through PennDOT's Adopt A Highway program in Pike County and Monroe County and are planning our pick-ups for July 11, with July 12 as a rain-date. The Pike County Location is located on Route 6 by our Visitors Center and the location in Monroe County is on Route 209 in Brodheadsville. Media is invited for coverage.

We are grateful for the support of the PMVB Board, our townships and city governments, the counties and their respective commissioners, and partnering organizations who have expressed their backing in many ways.

Don't forget...Pick up the Poconos.

For more information, please contact:

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