



**FOR IMMEDIATE RELEASE**

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**Press Conference Scheduled to Announce Official Pick Up the Poconos Day in Monroe County**

*The Pocono Mountains Visitors Bureau, Monroe 2030, Monroe County Commissioners, and the Monroe County Council of Governments to announce an official county-wide litter pick-up day*



MONROE COUNTY, PA, August 27, 2018 – A press conference will be held by the [Pocono Mountains Visitors Bureau](http://PoconoMountainsVisitorsBureau.org) (PMVB), [Monroe 2030](http://Monroe2030.org), the Monroe County Commissioners, and the Monroe County Council of Governments (COG) to announce an official county-wide litter pick-up day. The official name has been established as "Pick Up the Poconos Day," named after the campaign "[Pick Up the Poconos](http://PickUpThePoconos.org)" undertaken by the PMVB this past spring. Pick Up the Poconos Day will take place on September 29, 2018 and be a chance for anyone looking to participate in the campaign, wanting to volunteer, or help the community, to get involved. The press conference will be held on August 29 at 10am at One Quaker Plaza, Room 203, Stroudsburg, PA 18360. At the conference, more information on Pick Up the Poconos Day will be provided, such as: how anyone from the community can sign up, incentives for participating, pick-up locations, and more.

### **About the Pocono Mountains**

With 2,400 square miles encompassing Pennsylvania's Wayne, Pike, Monroe and Carbon counties, the Pocono Mountains region is home to rolling mountain terrain, breathtakingly beautiful waterfalls, thriving woodlands, and 170 miles of winding rivers. Winters offer guests the opportunity to ski, snowboard, snow tube and even snowshoe their way through snowy wonderlands encompassing over 163 ski trails, while summers also cater to the active traveler allowing exploration of 261 miles of hiking and biking trails, over 30 golf courses, whitewater rafting, boating, fishing, and open access to nine state and two national parks.

Pocono Mountains visitor information is available online at [www.PoconoMountains.com](http://www.PoconoMountains.com) or by phone at **800-POCONOS** (800-762-6667). Follow [@PoconoTourismPR](https://twitter.com/PoconoTourismPR) on Twitter to stay current with up-to-date information. Established in 1934, the Pocono Mountains Visitors Bureau is a private, non-profit, membership organization. The Pocono Mountains Visitors Bureau is the official destination marketing organization for the four counties of Wayne, Pike, Monroe, and Carbon in Northeastern Pennsylvania.

- Thank you to Pick Up the Poconos Day Sponsors! -



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