



Over 2,000 Trash Bags of Litter Filled from Pick Up the Poconos Campaign

Tons of unsightly litter removed from Pocono Mountains roadways, with no end in sight

POCONO MOUNTAINS, PA, November 8, 2018 – The [Pocono Mountains Visitors Bureau](#) (PMVB) launched an anti-littering campaign called [Pick Up the Poconos](#) this past spring, aimed at cleaning up the highways and byways of the Poconos. Here’s a current update on the campaign:

- The PMVB team members have adopted two roadways in the Poconos; one in Pike County by the Lake Wallenpaupack Visitors Center, and one on 209 in Brodheadsville. The PMVB team picked up 30 bags of trash total along sections of Route 209 in Brodheadsville and Route 6 in Hawley.
- The first “Pick Up the Poconos Day” launched on September 29 in Monroe County, and had 327 volunteers who filled 741 trash bags of litter which weighed close to 4 tons, covering approximately 88 miles.
- The PMVB has hired [Adopt A Highway Maintenance Corporation](#) (AHMC) to clean six times per year along approximately 25 miles of Route 80 and Route 380. So far, the company has filled over 1,448 bags of litter. The funds for these pick-ups are financed solely by hotel tax dollars through the Visitors Bureau.
- The PMVB has recently extended the AHMC contract to include highway exits and entrances along routes 80 and 380 to begin during the month of November 2018.

- Pick Up the Poconos Day and AHMC combined have rid the environment of approximately 2,189 bags of litter.
- With the success of the first Pick Up the Poconos Day, the PMVB will plan more pick-ups; one around Earth Day 2019 (date TBA) and another in September 2019. These will include all four counties within the Pocono Mountains: Monroe, Carbon, Pike, and Wayne.
- On June 28, 2018 a bill actioned by Senator Mario Scavello was passed to reduce littering across Pennsylvania by requiring offenders to pick up trash. Legislation was also passed, with a push from Representative Rosemary Brown, to officially recognize September 29, 2018 as “Pick Up the Poconos Day.”
- The PMVB is now asking organizations who are a part of special litter pick-up program to contact them to be included on PickUpThePoconos.com and receive updates about the campaign, as well as future pick-up days.
- More moves are on the way, like fresh signs, new grassroots connections, more pick-ups, and additional advertising campaigns to spread awareness.

“Pick Up the Poconos is an ongoing program for the PMVB. It’s now in our DNA. We genuinely want to address the problem and effect change,” explains PMVB President and CEO, Chris Barrett.

Relevant photos can be found [here](#) and should be credited to PoconoMountains.com.

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 PoconoMountains.com or by phone at 570-421-5791. 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.

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