

**\*\*\* MEDIA INVITE \*\*\***

## **NEW Pick Up the Poconos Expansions: Multi-County Anti-Litter Coalition and Pocono Community Caring Company**



The [Pocono Mountains Visitors Bureau](#) (PMVB) would like to personally invite you to an upcoming press conference regarding expansions on the [Pick Up the Poconos](#) campaign.

**Where:** Millennium Circle, 92 North River Street, Wilkes-Barre, PA 18705

Location in case of inclement weather: Luzerne County Courthouse, 200 North River Street, Wilkes-Barre, PA 18711

**When:** May 28, 2019 at 10:00am

**Why:** The PMVB has been working diligently over the past year to raise awareness about littering and to inspire action to pick up waste. Adopt A Highway Maintenance Corporation, hired by the PMVB to clean portions of Route 80 and Route 380, has collected 2,633 bags to date. The first Pick Up the Poconos Day, held on September 29, 2018 included 327 volunteers who filled 821 bags of litter, covering approximately 88 miles of roads. That's 3,454 bags of litter properly disposed of so far! **Two major expansions have been underway and are ready to be unveiled:**

1. **Multi County Anti-Litter Coalition** - [Visit Luzerne County](#) and [Discover Lehigh Valley](#) have taken interest in the Pick Up the Poconos program, and are willing to jump onboard to spread awareness in their regions, creating a multi-county anti-litter coalition. Other organizations such as [Keep PA Beautiful](#) and [DiscoverNEPA](#) have offered their support and assistance, as well.
2. **Pocono Community Caring Company** - The PMVB, [Pocono Mountains United Way](#), [Street2Feet](#), and the [Monroe County Waste Authority](#) have collaborated to create Pocono Community Caring Company (or Pocono 3C for short), a brand new and exciting program. Pocono 3C will give individuals with less advantages the opportunity to earn a viable income and get back on their feet by picking up litter to beautify the area.

These expansions will be officially announced and elaborated on fully, with more exciting details presented. Representatives from the other organizations will be available for comments.

Please reach out to Kelly Shannon, PR & Social Media Manager at the PMVB to confirm your attendance to the press conference: [kshannon@poconos.org](mailto:kshannon@poconos.org) or 570-534-4775.



Pocono Mountains  
United Way



#### **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](http://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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