

MEDIA AVAILABILITY



NEW PARTNERSHIP TO PAY THOSE LESS FORTUNATE TO HELP PICK UP THE POCONOS

The Pocono Mountains Visitors Bureau (PMVB) along with its partners Pocono Mountains United Way, Resources for Human Development's Street2Feet and the Monroe County Municipal Waste Management Authority are proud to welcome reporters to find out more about our new program:

Pocono Community Caring Company (POCONO 3C)

Through Pocono 3C, those less fortunate will be given the opportunity to gain work experience by picking up litter to make our area more beautiful.

The program is part of the widely successful Pick Up the Poconos campaign.

WHEN: June 25th, 2019 10:30 a.m.- 12:00 p.m. (iCal)

WHERE: Street2Feet Outreach Center - 130 North 1st Street Suite 102 Stroudsburg, PA

AGENDA: **10:30 a.m.** Brief remarks from organizations announcing Pocono 3C partnership
11:00 a.m. Interviews with PMVB, United Way, RHD & Waste Management Authority
11:30 a.m. B-roll/Photo/Interview opportunities with crews in action at pick up location

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Pocono Mountains
United Way



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HUMAN
DEVELOPMENT
Street2Feet

The
Waste
Authority.com


PickUpThePoconos.com
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POCONO COMMUNITY CARING COMPANY (POCONO 3C)

The PMVB, Pocono Mountains United Way, RHD's Street2Feet and the Monroe County Municipal Waste Management Authority have collaborated to create Pocono Community Caring Company (or Pocono 3C for short), a brand new and exciting program. Pocono 3C will be a program designed to give persons who are homeless or in danger of becoming homeless, a job and case work to get back on their feet. These individuals often face difficulties finding work due to not having an ID or address, not having a bank account or having a minor criminal record, to name a few. To help them overcome these obstacles, Pocono 3C provides them with work picking up litter in Monroe County. This not only gives them an income at the end of every workday but provides them with experience and references for a résumé. In addition to the job, they will be provided lunch the days that they work and case management.

PICK UP THE POCONOS

The PMVB has been raising awareness about littering as well as inspiring people to pick up unsightly garbage along roads and other public locations. Adopt A Highway Maintenance Corporation, hired by the PMVB to clean portions of Interstates 80 & 380, has collected more than 2,500 bags so far. The first Pick Up the Poconos Day (September 2018) included more than 300 volunteers who filled hundreds of bags of litter covering nearly 90 miles of roads.

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.

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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.