

FOR IMMEDIATE RELEASE:



### On the Trail Of Trash

*The Park People, Keep Houston Beautiful and Houston Parks and Recreation Department collaborate to clean and enhance Houston's Parks and Trails.*

**(Houston, Texas)—May 29, 2008--** For the third consecutive year *On the Trail of Trash* is encouraging Houstonians to Get Up, Get Out and Get Cleaning City park trails **-Saturday, June 7, 2008** from 9:00 am to noon.

*On The Trail of Trash* is a collaborative effort between the Houston Parks and Recreation Department, The Park People, Keep Houston Beautiful, sponsors and volunteers to work hand in hand to beautify Houston Park trails. It is held on the National Trails Day. The initiative gives volunteers a unique opportunity to engage in a stewardship program that includes a crew assignment along a trail to pick-up litter, remove invasive plants, grade and repair trails. This year's event will cover nine worksites around the Greater Houston area:



- Burnett - Bayland Park** - 6200 Chimney Rock 77081
- Cullen Park (phase 2)** - I-10 West 19008 Saums 77084
- Cullen Park (phase 4)** - I-10 West 18203 Groeschke 77084
- Cullinan Park at Oyster Creek** - 59 South 12880 South Hwy 6 77478
- Herman Brown Nature Trail** - 300 Oates Road 77013
- Harrisburg Trail / Sunset Trail** – Drennan to Marsden St. 77003
- Mason Park** - 541 S. 75th Street 77023
- Bayou Parkland at Hermann Park** – 6400 Almeda Rd 77021
- Stude/White Oak** - 1031 Stude 77009

For the first time, Keep Houston Beautiful (KHB) will introduce a recycling component to the event in partnership with the Silver Eagle Distributors. KHB is one of six Keep America Beautiful affiliates which have been awarded an Anheuser-Busch Environmental Grant. The program encourages recycling during special events such as *On the Trail of Trash*. This year, 45 bins will be loaned to volunteer crews at each site. Team captains will have oversight on the recycling process and will be responsible for returning the bins to KHB warehouse. *"Adding a recycling component to the trail cleanup provides an opportunity to recover the recyclable materials while eliminating litter,"* says Robin Blut, Executive Director of Keep Houston Beautiful.

Diane Schenke, President and Executive Director of The Park People, explains that *"our event continues to attract more volunteers--which allows us to clean up more parks."* **Shell Oil Company** and **Anheuser-Busch** serve as official program sponsors

of *On the Trail of Trash* 2008. Marathon Oil, Waste Management and Halliburton are trail site sponsors. Volunteer crews include Crosspoint Community Church, Engineering Without Borders - University of Houston Chapter, TBG, the Covenant House Texas and Van Kampen Funds. Houston Coca-Cola Bottling Company and Silver Eagle Distributors will provide refreshment to the volunteers.

Joining *On the Trail of Trash* 2008 is very simple! Volunteers can receive information by contacting KHB or just walking-in at the Park they select at their convenience on June 7<sup>th</sup> but be on time! Everyone is welcome: families with children, students, scout troops and any organization. Don't forget to wear comfortable clothes, hat and sunscreen. Volunteering at *On the Trail of Trash* is an active process to raise consciousness on the importance of protecting our green space! You will be part of a large impetus to help stop the damage that litter causes to our environment, wildlife and bayou systems.

For additional information, call **Keep Houston Beautiful** at 713-839-8855 or visit <http://www.houstonbeautiful.org/OntheTrailofTrash2.htm>.

For information on **The Park People**, call 713-942-7275 or visit <http://www.parkpeople.org>.

For information on the **Houston Parks and Recreation Department** call 713-845-1135 or visit <http://www.houstonparks.org>.

###

MEDIA CONTACTS: Sarah Jones at The Park People  
713.942.7275 or [sjones@parkpeople.org](mailto:sjones@parkpeople.org)

Eglantine Pauvarel at Keep Houston Beautiful  
713-805-4847 or [epauvarel@houstonbeautiful.org](mailto:epauvarel@houstonbeautiful.org)