



FOR IMMEDIATE RELEASE

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Media Alert Fred Meyer Earth Day Kick Off at Director Park

*****Media Advisory – All Media Are Invited*****

What: Detrash Portland, in partnership with Fred Meyer and the Portland Trailblazers

When: Wednesday, April 8, from 10:00 am to 12:00 pm

Where: 815 SW Park Ave Portland, OR 97205 (Director Park) [Map Link](#)

Event Description: In celebration of Earth Month, Fred Meyer, in partnership with the Portland Trail Blazers and SOLVE, is hosting a cleanup event in Downtown Portland. The event brings the community together for a morning of giving back right in the heart of the city. Volunteers will help remove litter from surrounding streets and public spaces while connecting with neighbors and taking part in a shared effort to care for downtown Portland. Blaze the Trail Cat and a live DJ, along with music, snacks, and giveaways, will bring energy to the park as the community comes together to kick off Earth Month.

Why: Portland's business districts are the heartbeat of our city and keeping them clean is vital to our economy and the environment. Litter poses a significant threat to our community's well-being, affecting the aesthetics and overall health of our streets, neighborhoods, and waterways. SOLVE's mission is to create opportunities for individuals and businesses to give back to their communities and play a critical role in maintaining the beauty and integrity of our city from the harmful effects of trash. Together, we can create a cleaner, more inviting downtown that reflects our pride in the city and care for our community.

Media Crews: Arrive by 9:45 am at Director Park to see approximately 100 volunteers of all ages of all ages checking in, collecting their cleanup supplies, receiving a safety speech and event overview, and

then heading out in groups to pick up litter in the surrounding area. The event will run from 10 am to 12 pm, with volunteers expected to spread throughout Downtown Portland.

This event will have plenty of visuals of volunteers picking up litter, making for great community packages, VOs, and VOSOTS.

Available interviewees:

- Kris Carico, Chief Executive Officer, SOLVE
- Bryanna Crouch, Communications and Public Affairs Manager, Fred Meyer

Detrash Portland 2026 is presented by The Standard, Fred Meyer, CareOregon, Miller Nash, PepsiCo, Dunn Carney, and The Zidell Companies.

Visit the [Detrash Portland](#) page on the SOLVE website or the [event registration](#) page for more information.

This event kicks off SOLVE's Earth Month celebrations, taking place throughout April as part of SOLVE's annual [Spring Cleanup](#), a region-wide effort bringing communities together for litter cleanup and habitat restoration across Oregon and Southwest Washington.

About [SOLVE](#):

SOLVE brings communities together to take care of our environment and enhance our waterways. Since 1969, the organization has grown from a small, grassroots initiative to a national model of volunteer action. Today, SOLVE mobilizes and trains thousands of volunteers of all ages across Oregon, and SW Washington, to clean and restore our neighborhoods and natural areas, while empowering a community of environmental stewards for our state. You can follow SOLVEPNW on [Instagram](#), [Facebook](#), [LinkedIn](#) or at www.solve.org.

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