



**FOR IMMEDIATE RELEASE**

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## **Media Alert: Pick It Up, Portland! August 12**

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

**What:** *Pick It Up, Portland!*, presented by Subaru of Portland

**When:** Wednesday, August 12, from 10:00 am to 12:00 pm

**Where:** 107 SE Grand Ave Portland, OR 97214 | [Map Link](#)

**Event Description:** Join SOLVE and community volunteers for the **10th annual *Pick It Up, Portland!*** on Thursday, August 6, presented by Subaru of Portland. As part of this citywide cleanup, volunteers will gather at **Subaru's** Southeast location before heading into the surrounding neighborhood to remove litter and help create cleaner, healthier, and more welcoming public spaces. Cleanup supplies will be provided, and participants will enjoy complimentary snacks and drinks, along with a raffle featuring prizes from local artisans.

**Why:** This year marks the **10th anniversary of *Pick It Up, Portland!***, a SOLVE tradition that brings Portlanders together to celebrate community and care for the places they love. Over the past decade, thousands of volunteers have helped transform neighborhoods through this citywide cleanup event. During the August 6 cleanups, SOLVE will also launch **Love PDX<sup>SM</sup>**, a new campaign inspiring year-round community pride and action through recycling education, community cleanups, and caring for shared public spaces. The launch will be amplified through a transit advertising campaign on the back of TriMet buses across Portland.

**Media Crews:** Please arrive by **9:45 am** at the **Subaru of Portland parking lot** to capture approximately 40 volunteers of all ages checking in, collecting cleanup supplies, receiving a safety briefing, and heading out in groups to clean the surrounding neighborhood. Volunteers will be active throughout the Central Eastside from **10 am to noon**, providing strong visuals for community news coverage, including volunteers collecting litter, interacting with one another, and helping improve the neighborhood.

**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
- Zac Caverhill, General Manager, Subaru of Portland

*Pick It Up!* is SOLVE's regional cleanup initiative that brings residents, businesses, and community organizations together to care for shared public spaces, city by city. What began in Portland 10 years ago, has grown into a regional movement, with events now taking place in Vancouver, Milwaukie, Salem, Bend, and Medford.

*Pick It Up, Portland!* is presented by Subaru of Portland, and supported by AAA Oregon/Idaho, City of Portland, Fred Meyer, Kaiser Permanente, Metro, Pacific Power, Plaid Pantry, and KOIN 6.

Visit the [Pick It Up, Portland!](#) page on the SOLVE website or the [event registration](#) page for more information.

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#### 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](http://www.solve.org).

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#### MEDIA CONTACTS:

For more information, please contact:

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