



**FOR IMMEDIATE RELEASE**

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## **Media Alert: December Portland Business District Cleanup with Korbel**

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

**What:** December Portland Business District Cleanup, sponsored by Korbel California Champagne

**When:** Thursday, December 12, 2024, from 10:00 am to 12:00 pm

**Where:** 510 SW 3rd Ave Portland, OR 97204 | [Map Link](#)

**Event Description:** Join us for the grand finale of our 2024 *Portland Business District Cleanup* which will continue as *Detrash* in 2025. Our cleanup event is a wonderful opportunity to bring your friends and family and connect with neighbors while enjoying the crisp air and contributing to a cleaner, healthier community this holiday season.

**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 outside Killer Burger on SW 3rd Ave to see approximately 80 volunteers of all ages checking in, collecting cleanup supplies, receiving a safety briefing, and 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 Downtown and along the waterfront.

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

**Available interviewees:**

- Kris Carico, Chief Executive Officer, SOLVE
- Scott Womack, Korbel California Champagne

Visit the [event registration page](#) on the SOLVE website 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 SOLVE on Instagram at [@SOLVEinOregon](#), Facebook at [@SOLVEOregon](#), or visit the website at [www.solveoregon.org](http://www.solveoregon.org).

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**MEDIA CONTACTS:**

For more information, please contact:

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