



CITY OF JERSEY CITY
OFFICE OF THE MAYOR

CITY HALL | 280 GROVE STREET | JERSEY CITY, NJ 07302
P: 201 547 5500 | F: 201 547 5442

STEVEN M. FULOP
MAYOR OF JERSEY CITY



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FOR IMMEDIATE RELEASE

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**Contact: Jennifer Morrill
Press Secretary
201-547-4836
201-376-0699**

***Mayor Steven M. Fulop & the Department of Recreation
Kick-off Stop the Drop Program at P.S. # 22; Stop the
Drop Program Continues to Expand with Nearly 3,000
Residents Taking Pledge to Clean Their Neighborhood***

JERSEY CITY – Mayor Steven M. Fulop and the Department of Recreation will hold a kick-off event from **9:00 a.m. to 2:30 p.m. on Thursday, October 2, 2014** at Ercel Webb Park, 264 Van Horne Street, to highlight the first school that has joined the **Stop the Drop Anti-Litter Campaign**.

“I look forward to the continued growth of this citywide initiative that aims to beautify our city one property at a time,” said **Mayor Fulop**. “As the second largest city in New Jersey, the cleanliness of our community is not only important to my administration but also to the more than 240,000 residents who call Jersey City home. It is through this type of partnership that we can create a better Jersey City, which is why I encourage everyone to take the pledge to Stop the Drop.”

During the kick-off event, P.S. #22 students and faculty will take the pledge to adopt and maintain Ercel Webb Park, as City officials work to bring the Stop the Drop program to all schools and businesses in Jersey City. Students will also be called upon to take the Stop the Drop Challenge by encouraging friends and family members from their community to sign the pledge in a competition with their classmates and each grade class for the top prize.

The kick-off event will begin with an introduction from Mayor Fulop and a short film highlighting the Stop the Drop program and crew members. Throughout the event, students will participate in a variety of events, including face painting, arts and crafts and live entertainment. Also, students will have the opportunity to receive their very own Stop the Drop Identification Cards.

In its second year, the **Stop The Drop Campaign** has been a highly successful program aimed at both employing youth during the summer and cleaning up litter from city streets. This year, in addition to the youth employment component, the city has used its communications department to reach out to the community and involve key stakeholders in the citywide beautification effort.

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More than 180 Jersey City youth were hired this year to clear litter and debris from residential streets. During the summer, anti-litter crews took to the streets from 9 a.m. to 2 p.m., Monday through Saturday, in an effort to clean up neighborhoods throughout Ward A, Ward B, Ward C, Ward D, Ward E and Ward F.

The campaign this year also created a partnership between government and community organizations by asking youth, residents, businesses, and clergy to take a pledge to commit to 10 minutes daily of community cleanup near their home, business, or place of worship. The pledge consisted of both a printed form and an online survey that was available through the city website, email blast and social media platforms. To date, more than 2,700 residents have signed the Stop the Drop pledge.

The “Stop the Drop” program is a part of the City’s “Keep Jersey City Beautiful” initiative and is funded by the Clean Communities Grant.

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Steven M. Fulop at 201-547-4836 or 201-376-0699.////