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FOR IMMEDIATE RELEASE

**Butte Environmental Council, City of Chico, and Volunteers
Remove Trash from Bidwell Park and Chico Creeks**

Chico, California – The Butte Environmental Council (BEC) and the City of Chico are gearing up for the annual Bidwell Park & Chico Creeks Cleanup on Saturday, September 20, 2014 from 9:00 am – 12:30pm.

In partnership with the City of Chico, Butte County, and the California Coastal Commission, this annual legacy event has been a BEC tradition since 1986. Each year hundreds of volunteers help pull several TONS (literally) of garbage and recyclables out of Chico's creeks and our beautiful, beloved Bidwell Park.

In recent years, the volume of trash and recyclables collected at this event averages 5-10 thousand pounds. Last year the grand total came in at 16,000 lbs and this year is expected to be even higher. The reason for the increase is primarily due to the growing number of homeless encampments throughout the City's parks and greenways. Despite the ongoing cleanup efforts led by the City and other citizen groups, there is still a huge quantity of material to be collected. The cleanup is timed to take place just before the fall rains, as any trash in the creeks will get washed out to the river, and ultimately to the Pacific Ocean.

This year 300-400 volunteers are anticipated to participate from many areas of our community: schools, churches, youth groups, university organizations and families.

In recent years, we've had participation from several local businesses, including Klean Kanteen, FISHBIO, and others. This is a great community service opportunity and a way for local businesses to show their support for Chico's parks and creeks. Groups have been encouraged to wear their company or organization logo on the day of the event. There will be a social media photo contest with prizes offered for the best group action shots or unique items found.

City staff have always been key to the success of this event. Several departments such as the Parks Department, Police, and Code Enforcement will be supporting the event. This year some City Council members are also planning to participate in the cleanup effort. "The City is grateful for the efforts to clean our parks and for the opportunity to partner with BEC," said council person Tami Ritter. "The annual park clean up provides thousands of hours of volunteer labor that directly benefits the park, the creeks, and the people of Chico."

A new feature of this year's event is an [easy online pre-registration form](http://www.becnet.org/bidwell-park-clean-up) at www.becnet.org/bidwell-park-clean-up. Volunteers will check in at two locations: The Hooker Oak Recreation Area (off Vallombrosa) or on Park Ave at 1057 Park Ave. (11th and Park Ave). Families with children or school groups are encouraged to check in at Hooker Oak where they will be dispatched to areas of the park.

Volunteers are encouraged to wear long pants and sturdy shoes and to bring gloves and a re-fillable water bottle. Water Stations will be provided by event sponsor Klean Kanteen. All volunteers will be treated to a free BBQ provided by Madison Bear Gardens afterwards and prizes will be given out as well (must be present to win).

This event is made possible with the help of many generous sponsors. [The City of Chico](#) and [The Butte County Department of Fish and Wildlife](#) are once again covering the costs of essential supplies and promotional materials. Our newest sponsor [Orchard Supply Hardware](#) has contributed both a monetary donation and 250 buckets that will be used by volunteers to collect recyclables, keeping them separate from the trash! [Klean Kanteen](#) has not only supported the event financially, but is providing a "hydration station", and sending a team of over 25 employees to help clean the parks! Other generous support has come from [Tri Counties Bank](#), [Sierra Nevada](#) and Kelly Meagher. Both [Chico Bag](#) and [FISHBIO](#) are also providing financial support, as well as bringing enthusiastic teams of volunteers. Our volunteers will keep energized thanks to the coffee, pastries, bagels, and cream cheese provided by [Upper Crust Bakery](#) and [Brooklyn Bridge Bagel Works](#). And after working hard all morning, hungry volunteers will enjoy a BBQ lunch provided by [Madison Bear Garden](#) and organic rice chips from [Lundberg Family Farms](#). [Butte County Public Works](#) waives the fees at the Neal Road Recycling & Waste Facility for all of the waste collected. [The Printed Image](#) has again provided T-shirts for volunteers at a discounted rate. Special thanks, also to partners [Chico Area Recreation and Park District](#) is allowing us the use of Hooker Oak Recreation area as a dispatch site and as the site of our volunteer picnic. Thanks also to our media sponsors [Growing Up Chico](#) and [The Chico News & Review](#) for providing ad space.

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The Butte Environmental Council is a non-profit environmental organization based in Chico, California. BEC's mission is to protect and defend the land, air and water of Butte County and the surrounding region through action, advocacy and education. Since 1975, BEC has played a significant part in shaping the environment and policies of Butte County and surrounding areas.

For further information, visit <http://www.becnet.org/bidwell-park-clean-up> Or Contact:

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On the day of the event, press inquiries may call cell phone 530-588-3605 or 513-1191.