



FOR IMMEDIATE RELEASE

New Yorkers Celebrate Earth Day with the Launch of *Adopt Your Spot NYC*

Sanitation Foundation Initiative Encourages People Throughout the Five Boroughs to Step Up and Keep the Places They Love Clean All Year Long

New York, NY, April 22, 2024 – New Yorkers will be celebrating Earth Day on Monday, April 22 by joining *Adopt Your Spot NYC* and pledging to clean the places they love all year long. As the official non-profit partner of the New York City Department of Sanitation (DSNY), the Sanitation Foundation is launching this new initiative to provide support and recognition for those who step up to keep the five boroughs clean.

“Cleanliness is a shared responsibility, and all New Yorkers need to do their part to keep our City shining,” said **Jessica Tisch, Commissioner, NYC Sanitation**. “By adopting your favorite spot, you can help keep it clean not just on Earth Day, but all year long.”

[*Adopt Your Spot NYC*](#) will provide people throughout the five boroughs with tools and supplies as well as access to an online community of like-minded New Yorkers who are doing their part to keep the city clean. New Yorkers who wish to join the *Adopt Your Spot NYC* community can register [here](#) to receive an *Adopt Your Spot NYC* starter kit of tools and supplies.

“We’ve been meeting so many New Yorkers who tell us that they've been cleaning up special spots in their neighborhoods,” said **Sanitation Foundation President Pam Harris**. “Sometimes it’s a sidewalk on their block, or a few tree beds nearby, or a messy street corner that they're taking care of. *Adopt Your Spot NYC* recognizes those community heroes and will help create new ones.”

Adopt Your Spot NYC is inspired by people throughout the five boroughs who have taken it upon themselves to keep their neighborhoods clean. One such champion is Sean Feeney, owner of Fini Pizza in Williamsburg and Downtown Brooklyn. Sean collects trash around his pizza shops in garbage cans that he maintains and pays for (with the help of his patrons). Feeney gets support from his staff at Fini Pizza who volunteer on their breaks to pick up the trash. It’s a team effort that’s making a big impact in his community.

“At Fini, we believe in delivering good days, together,” said Feeney. “The greatest city in the world should be the cleanest too. It’s going to take all of us to help in different ways to help make that happen.”

Adopt Your Spot NYC is launching in conjunction with the Big Spring Clean, the Earth Month-long effort featuring over 100 community, school, and corporate groups participating in cleanups throughout the five boroughs. The Sanitation Foundation is pulling New Yorkers together to get it clean and keep it clean.

For more information on *Adopt Your Spot NYC*, visit sanitationfoundation.org.

About the Sanitation Foundation

The Sanitation Foundation is the official non-profit partner of the New York City Department of Sanitation (DSNY). Our mission is to support the work of the DSNY to clean up the city and reduce waste sent to landfill. We foster innovative public/private partnerships with DSNY, city residents, businesses, elected officials, schools and community organizations to achieve our shared vision. Together, we engage New Yorkers in making NYC a cleaner, healthier, and more sustainable city for all New Yorkers.

About the New York City Department of Sanitation

The Department of Sanitation (DSNY) keeps New York City clean, safe, and healthy by collecting, recycling, and disposing of waste, cleaning streets, attacking the scourge of illegal dumping, and clearing snow and ice. The Department operates 59 district garages and manages a fleet of more than 2,000 rear-loading collection trucks, 450 mechanical brooms, 705 salt spreaders, and several dozen bike lane operations machines. Under the Adams Administration, the Department is aggressively cleaning more parts of the City than ever before, including over 1,000 long-ignored areas spread across every neighborhood, as well as cleaning the highways and managing.

Contact:

Chris Weiller, Sanitation Foundation, chris.weiller@gmail.com, 917-816-7900