





FOR IMMEDIATE RELEASE

New Yorkers Unite to Keep Their City Clean in The Great Broadway Sweep

The Sanitation Foundation is Partnering with WE  NYC for the Weeklong Cleanup of The World's Most Famous Street, September 18-22

Registration Now Open at sanitationfoundation.org to Join Community Clean Teams Competing to See Which Neighborhood Collects the Most Trash and Wins a \$5,000 Grant

New York, NY, September 12, 2023 – Broadway, The World's Most Famous Street, will look to become one of the world's cleanest streets during The Great Broadway Sweep, September 18-22. Clean Teams made up of residents and businesses, community leaders, and popular personalities will come together for New York City's biggest volunteer cleanup ever.

The Sanitation Foundation is the official non-profit partner of the New York City Department of Sanitation (DSNY) and is hosting the cleanup across Broadway's 13-mile span through Manhattan in collaboration with the WE  NYC and DSNY. The Broadway community Clean Team that picks up the most trash will be awarded a \$5,000 grant for neighborhood cleanup initiatives.

The Great Broadway Sweep will feature nine total cleanups over the course of five days. The week of cleanups will start at both the north and south ends of Manhattan and will conclude with a cleanup and celebration in Times Square at the end of the week. The cleanups will take place each day from 10:00 a.m. – 12:00 p.m. Clean Team volunteers will be provided with all the necessary cleaning equipment, from gloves to bags to brooms. Trash talk will not be provided but will be encouraged.


The Great Broadway Sweep schedule of neighborhood cleanups is listed below (subject to change):

- Day 1: Mon., Sept. 18 – Inwood and City Hall
- Day 2: Tues., Sept. 19 - Washington Heights and Union Square
- Day 3: Wed., Sept. 20 – Morningside Heights and Flatiron
- Day 4: Thurs., Sept. 21 – Columbus Circle and Midtown South
- Day 5: Fri., Sept. 22 – Times Square (cleanup and celebration)

To join a Clean Team in their neighborhood or anywhere along The Great Broadway Sweep route, residents and businesses can register now at sanitationfoundation.org.

The Great Broadway Sweep is made possible through support provided by Amazon, Colgate-Palmolive, Deloitte, EY, Goldman Sachs, KPMG, New York Life Foundation, NYC Service, PwC, Swiss Re, and The Shubert Organization.

“New York City isn’t coming back – New York City IS back, thanks to historic investments in cleanliness and quality of life from this Administration and the work of the Partnership for New York City and the Sanitation Foundation,” said **Jessica Tisch, commissioner, NYC Department of Sanitation**. “When I walk down Broadway today, I see cleaner streets and far more widespread use of containers than ever before. This event is a chance to celebrate and maintain the street that made New York City famous, and for the public to join in keeping our City cleaner than ever.”

“Broadway connects many of our city’s diverse communities in a way that no other street can,” said **Kathryn Wylde, president and CEO of the Partnership for New York City**. “The WE  NYC campaign is all about showing up for New York, and that includes doing our part to keep it clean. This will be the biggest volunteer street cleanup ever, thanks to hundreds of dedicated New Yorkers who will demonstrate just how much they love their hometown.”

“From Harlem to the Financial District to Times Square, Broadway is the most famous street in the world,” said **Sanitation Foundation Board Chair Caryl Englander**. “Each and every Broadway block is cared for by the New Yorkers who love it most. The Sanitation Foundation is proud to support both the New York City Department of Sanitation and the local communities who help keep Broadway clean.”

“When New Yorkers come together amazing things happen and that’s what The Great Broadway Sweep is all about,” said **popular media personality and Clean Team Ambassador Andy Cohen**. “It’s going to be a unique week of partnership and I get to finish it off with our Clean Team coming together in Times Square to pick up trash and celebrate a truly incredible week for New York City. Oh, and I’m very happy it’s not scheduled for New Year’s Day.”


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. We celebrate the hard work of DSNY and the essential workforce. Together, we engage New Yorkers in making NYC a cleaner, healthier, and more sustainable city for all New Yorkers. For more information, visit sanitationfoundation.org

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 graffiti removal.


About WE NYC

WE  NYC is a cross-sector campaign to showcase the city’s strengths and mobilize New Yorkers to make sure this remains the greatest city in the world. The citywide campaign celebrates New Yorkers who are making a difference -- the Do-ers -- and features opportunity for civic engagement that everyone can

join. No taxpayer dollars were used for this effort, and all New Yorkers are invited to get involved at welovenyc.nyc

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