



sanitation

FOR IMMEDIATE RELEASE

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CONTACT: Vito A. Turso/Kathy Dawkins 646-885-5020

www.nyc.gov/sanitation

MEDIA ADVISORY

DSNY, NYC Parks, New York Knicks Tip Off #TalkTrashNewYork Anti-Litter Campaign

*Basketball-themed message reminds New Yorkers
that keeping NYC clean is a team sport*

WHAT:

DSNY, NYC Parks, New York Knicks' legend Larry Johnson, and actor Jordan-River Samuel unveil #TalkTrashNewYork, a new anti-litter campaign reminding New Yorkers play on the same team in keeping New York City clean – and that talking trash reminds others to use a basket is part of the game. The new public service announcement (PSA) and complementary print and electronic advertising will soon be seen across the City.

VISUALS:

- #TalkTrashNewYork features a multi-station, free basketball clinic where 7-13 year old girls and boys will be building their basketball skills while learning the importance of keeping our City clean;
- New basketball hoop-themed litter baskets that will soon be at parks across New York City;
- 10-foot-high hoop-themed litter basket for kids to use for dunking;
- New York Knicks' legendary power forward Larry Johnson joining interacts with young basketball clinic participants;
- First 200 children to play will be wearing their free, limited-edition #TalkTrashNewYork basketball jersey created by DSNY.

The :30 #TalkTrashNewYork PSA, which is **EMBARGOED UNTIL SUNDAY, MAY 7 11AM**, is free for media to use. The .mov and .mp4 versions for broadcast are available here: <https://spaces.hightail.com/space/f3xRU/files>

WHO: Sanitation Commissioner Kathryn Garcia
NYC Parks First Deputy Commissioner Liam Kavanagh
New York Knicks' Larry Johnson
Jordan-River Samuel, star of #TalkTrashNewYork PSA

WHEN: Sunday, May 7, 2017
12:00 PM Noon

NOTE: The TD Five Boro Bike Tour will pass by the courts on Sixth Avenue; please plan extra time to park.

WHERE: **CENTER COURT AT THE CAGE BASKETBALL COURTS**
6th Avenue between West 3rd & 4th Streets
Manhattan

About the New York City Department of Sanitation

The Department of Sanitation (DSNY) keeps New York City healthy, safe and clean by collecting, recycling and disposing of waste, cleaning streets and vacant lots, 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 and 689 salt/sand spreaders. The Department clears litter, snow and ice from approximately 6,500 miles of City streets and removes debris from vacant lots as well as abandoned vehicles from City streets.