



# sanitation

**FOR IMMEDIATE RELEASE**  
**Thursday, September 21, 2017**  
**CONTACT: [pressoffice@dny.nyc.gov](mailto:pressoffice@dny.nyc.gov)**  
**646-885-5020**

**Press Release #17-57**  
**[www.nyc.gov/sanitation](http://www.nyc.gov/sanitation)**

## **MEDIA ADVISORY**

### **DSNY and NYC Parks score high on #TalkTrashNewYork Anti-Litter Campaign**

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

**WHAT:** DSNY and NYC Parks score high with #TalkTrashNewYork, the spirited anti-litter campaign reminding New Yorkers that playing on the same team keeps New York City clean – and that talking trash by using a litter basket is part of the game. The public service announcement (PSA) <https://spaces.hightail.com/space/f3xRU/files> is airing across the City.

#### **VISUALS:**

- #TalkTrashNewYork features a multi-station, free basketball clinic where 6-14 year old girls and boys will be building their basketball skills while learning the importance of keeping our City clean;
- 10-foot-high hoop-themed litter basket for kids to use for dunking;
- First 100 children to play will be wearing their free, limited-edition #TalkTrashNewYork basketball jersey created by DSNY plus receive backpacks equipped with basic school supplies.

**WHEN:** Saturday, September 23, 2017, 11:00 AM

**WHERE:** **BETSY HEAD PARK BASKETBALL COURTS**  
Livonia, Dumont, Hopkinson, and Blake Avenues  
Brownsville, Brooklyn