

For Immediate Release

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Scranton Riverfront Cleanup Project focuses on the Lackawanna River

April 19, 2005, Scranton, PA – Scranton Tomorrow announces the Scranton Riverfront Cleanup for the Lackawanna River will be on Saturday, April 23, 2005 from 9:00 a.m. to 12:00 noon. The Scranton Riverfront Cleanup is the 2005 signature project of the City Pride initiative, and is part of the Great PA Cleanup. It will focus on cleaning the west side of the river from Olive Street to the Lackawanna Avenue Bridge. Over 80 volunteers are needed for Saturday's event.

Scranton Riverfront Cleanup volunteers are asked to meet at 8:45 a.m. next to the Olive Street Bridge, across from the Ice Box plaza. Scranton Tomorrow will provide gloves, garbage bags, all necessary tools, and water (donated by Pocono Purewater and Pennsylvania American Water Company). Project partner, Lackawanna Heritage Valley, will provide a free lunch for participants immediately following the event. This year's City Pride corporate sponsor is Pennstar Bank.

The Lackawanna River's slow rebirth is one of our area's greatest success stories. During the Industrial Era (1850-1950), the Lackawanna River was used to carry off huge amounts of domestic and industrial waste. The water quality was degraded and almost dead to aquatic life for decades. Through the diligent efforts of people and organizations, the river is once again a significant natural gem—in many of the sections it is purer than it has been in more than a century.

As a result of the renewed interest in using the river as a community asset, major public and private interests are now focusing attention on the Lackawanna River corridor

between Scranton High School and Steamtown National Historic Site. The planned “Lackawanna Heritage Valley Riverfront Greenway” will develop recreational amenities along this section of the river and will help to revitalize a neglected area of the city. With the help of community volunteers, the Scranton Riverfront Cleanup will improve one of the Scranton’s most important natural assets, and will lay the groundwork for this exciting new chapter in the Lackawanna River’s history.

This year’s *City Pride* co-chairs are Jesse Ergott, Chief Operating Officer at the Lackawanna Heritage Valley, and Michael Taluto, Assistant Press Secretary for Lackawanna County. Scranton Tomorrow’ program director, Kris Patterson, is coordinating all of the *City Pride* events.

Scranton Tomorrow is committed to the economic, recreational, cultural, and collective improvement of the greater Scranton area.

To register for the Scranton Riverfront Cleanup project, call Kris Patterson at Scranton Tomorrow at (570) 963-7576.

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