



MEDIA ADVISORY

FOR IMMEDIATE RELEASE
Contact: Joe Allen
Jallen@gwinnettplacecid.com
678-924-8171

Gwinnett Place CID Announces Successful Clean-up Efforts on Earth Day

(Gwinnett) -- In keeping with the spirit of Earth Day and its commitment to ensuring Gwinnett's central business district remains clean and inviting, the Gwinnett Place Community Improvement District (GPCID) is reminding the community of its year-round districtwide cleanup efforts.

During 2014, the GPCID and its partners, Gwinnett Clean and Beautiful and Gwinnett County-based Russell Landscape Group, led efforts to remove 29.7 tons of trash and 1,141 illegally placed signs from the 10-miles of roadways in the District. During the first three months of 2015, CID-funded efforts have removed 8.41 tons of trash and 315 illegally placed signs.

“We are committed to the concept of the broken window. The thrust of that philosophy is that in order to improve an area, you should concentrate on the small things that you can control. Once you fix those issues, then bigger and better changes will follow,” said Joe Allen, Executive Director of GPCID. “By focusing on issues of maintaining the area’s roadways, removing illegal signs and trash each day, installing thousands upon thousands of new plants, constructing streetscapes with pedestrian-scaled lighting and removing graffiti, the CID’s Board of Directors believes that people will take notice and then take pride in the area.”

Since 2007, GPCID and its partners have picked up more than 100,000 tons of debris trash from district roadways. GPCID has also funded improvements to lighting, walkability, daily community patrols and other initiatives to make the area a safe destination.

--More--

“Russell Landscape is extremely pleased to partner with The Gwinnett Place CID to provide best in class landscapes for this most important area,” said Bill Russell of the Russell Landscape Group. “We have installed thousands of plants around the area to make GPCID greener.

“There has been a lot of research that confirms that visitors quickly judge an area by its aesthetics,” said Connie Wiggins of Gwinnett Clean and Beautiful. “The Gwinnett Place Community Improvement District has done a fantastic job making sure that Great Gwinnett remains a clean, welcoming and thriving area.

For more information about GPCID’s community public safety and green improvement efforts, please visit GwinnettPlaceCID.com.

###

GwinnettPlaceCID.com | VisitGwinnettPlace.com
[Like on Facebook](#) | [Follow on Twitter](#)

This media release intended for 'jallen@gwinnettplacecid.com' | [Unsubscribe](#)