



FOR IMMEDIATE RELEASE

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Partners announce the return of Scranton City Pride Cleanups & Plantings, June 5-12 *Everyone in the community encouraged to participate*

(SCRANTON, PA) — After a year-long hiatus due to Covid-19, Scranton City Pride cleanups and plantings are returning to the Electric City. Organizers are pleased to announce the weeklong event will be reintroduced in neighborhoods throughout the City, and the Downtown Business District, thanks to a partnership between Scranton Tomorrow, NeighborWorks Northeastern Pennsylvania, and the City of Scranton. Scranton City Pride will be held, June 5 through 12, in conjunction with national NeighborWorks Week.

Representatives from all three partnering organizations gathered this afternoon at Scranton Tomorrow's office on Linden Street in Downtown Scranton to share the exciting news. Guest speakers included: Leslie Collins, President and CEO, Scranton Tomorrow; Jesse Ergott, President and CEO, NeighborWorks Northeastern Pennsylvania; Michael Gilmartin, Chairperson, Scranton Tomorrow Board of Directors; Mayor Paige Cagnetti, Honorary Chairperson of Scranton City Pride; and Teddy Michel, Vice Chairperson, NeighborWorks Northeastern Pennsylvania Board of Directors.

"Scranton Tomorrow has a history of service to the community, and we've been proud to organize City Pride cleanups and plantings since the mid-1990s," Collins said. "Most recently, we've focused beautification efforts in the Downtown Business District. This new partnership with NeighborWorks Northeastern Pennsylvania, and continued support from The City of Scranton, allows us to reestablish the project in neighborhoods in every section of the City this year. We are so grateful for this collaboration, and we invite everyone in the community to take pride in our City, and join us."

With an increased interest in volunteer opportunities from their supporters, and national NeighborWorks Week on the horizon, Scranton City Pride was a natural fit for NeighborWorks Northeastern Pennsylvania.

(more)

307 Linden Street, Scranton, Pennsylvania
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“We are thrilled to be partnering with Scranton Tomorrow on City Pride this year,” Ergott said. “This summer will mark our organization’s 40th anniversary, and I can’t think of a better way to kick off the celebration of our long history of service in the City of Scranton than to roll up our sleeves and serve alongside our neighbors and partners for an event like this.”

Community cleanups and beautification programs support the City’s efforts to combat blight, and enhance the quality of life for those who work and live in Scranton. “Projects like City Pride help revitalize our neighborhoods and highlight our great resources in Scranton - which include our incredible community partners,” said Mayor Paige Cagnetti. “Together we are creating a better environment for all who work, live and play here.”

Scranton City Pride is made possible through the generous support of PNC Bank, PPL Foundation, and The University of Scranton.

Volunteers may register as part of a team for an organization or business, or individuals may sign up to participate at their favorite park or on their property at home. (For a list of ideas for home clean-ups, check out *Scranton City Pride at home: A few beautification projects for homeowners* at <https://www.scrantontomorrow.org/blog>). A limited number of \$50 mini grants are available on a first-come, first-served basis to eligible non-profit organizations, neighborhood associations and civic groups. These groups should indicate their interest during the online registration process.

Scranton City Pride volunteers will complete a variety of important tasks, such as: raking, sweeping, removing litter, weeding, planting, pruning and painting. Volunteers will be given gloves and trash bags. They are encouraged to bring their favorite tools, and a friend, to their clean-up or planting.

To learn more and to register, visit scrantontoprize.org. For more information, contact Steve Ward, Scranton Tomorrow Safe, Clean & Green Team Leader at steve@scrantontomorrow.org or 570.963.5901 or Tim Schwartz, NeighborWorks Northeastern Pennsylvania, at scrantontoprize2021@gmail.com or 570.558.2490.

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About Scranton Tomorrow

Scranton Tomorrow is a 501 c(3) nonprofit, nonpartisan community and economic development organization working to establish Scranton as the premier urban center of Northeastern Pennsylvania. With headquarters located at 307 Linden Street in the Downtown Scranton Business District, Scranton Tomorrow is a volunteer-based organization whose members are as diverse as the greater Scranton community. Volunteers and supporters include business leaders, public officials, entrepreneurs, property owners, developers, educators, artists and community partners — all united in a love for the City of Scranton and a commitment to reach its greatest potential.

About NeighborWorks Northeastern Pennsylvania

NeighborWorks is a nonprofit organization that has worked for close to 40 years to increase the financial stability of families and individuals by providing programs and services that create and preserve responsible homeownership and affordable housing throughout the city of Scranton, Lackawanna County and Northeastern Pennsylvania. With programs including homeownership coaching and education, aging in place, home renovation services, and neighborhood revitalization initiatives, NeighborWorks is deeply ingrained in the community. More information about NeighborWorks can be found at www.nwnepa.org.