



**FOR IMMEDIATE RELEASE**

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***MEDIA ADVISORY***

**CITY OF INGLEWOOD AND WASTE MANAGEMENT TEAM UP TO CLEAN UP!**

**September 22 Marks Launch of Illegal Dumping Clean Up Effort with \$400,000 from State**

September 15, 2010; Inglewood, Calif. - Waste Management and the City of Inglewood will launch a new effort to fight illegal dumping in the City on Wednesday, September 22<sup>nd</sup> at 9:30 AM.

The event will feature a continental breakfast, presentation ceremony, and City officials demonstrating clean up techniques. The event will take place in the alley between Maple Street and South Grevillea Avenue, the City's primary illegal dumping hot spot.

"Illegal dumping happens when people leave unwanted trash and bulky items in public alleyways, curbs or empty lots, and it's a huge problem in Inglewood," explains Susan Moulton, Director of Public Sector Services at Waste Management. "By hosting the program launch at one of the city's hot illegal dumping spots, we will raise awareness of this critical public health and safety issue.

Details are as follows:

**When:** Wednesday September 22, 2010 with Ceremony/Presentation starting at 10:00 am

**Where:** Alley area @ 999 S. La Brea Ave (Behind Foster Freeze Restaurant - one of the City's illegal dumping hot spots)

**What:** Inglewood Mayor & Council Members and community leaders who are committed to cleaning up Inglewood will throw the first shovel-full of trash into a WM Bagster ([www.thebagster.com](http://www.thebagster.com))

**Event Contact:** Kit Cole at WM, 818-822-6378 or [kcole@wm.com](mailto:kcole@wm.com)

***PHOTO opportunities available, including B-roll and on-camera shots of ceremony and clean up***