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August 18, 2016

Midtown Houston Launches “Pick It Up Midtown” Beautification Campaign

MIDTOWN, HOUSTON – Committed to maintaining a community that residents, businesses and visitors can admire and appreciate, Midtown is launching the “Pick It Up Midtown” campaign, an initiative designed to serve as a vivid reminder of the ills of littering.

“We value the beauty of Midtown and remain committed to taking the measures necessary to maintain its standing as an attractive urban space,” says Bob Sellingsloh, board chairman for Midtown Redevelopment Authority. “Pick It Up Midtown” undergirds that commitment by reminding residents of their role in keeping Midtown beautiful. This initiative represents a promise to Midtown residents and businesses that we are invested in the aesthetic appeal of the Midtown Houston community.”

“Pick It Up Midtown” supports the recently launched SeeClickFix app designed to provide residents an avenue to report concerns that undermine community wellbeing from sidewalks in disrepair to pockets throughout the neighborhood that are in need of attention. Inherently Midtown is attractive, an appealing blend of green space, pedestrian enhancements and contemporary architecture. However, resident participation is paramount to maintaining that cultivated aesthetic appeal, and “Pick It Up Midtown” is fundamental to reinforcing the relationship between residents and the community in which they live, work and play.

“We’re constantly looking for opportunities to better educate our community on the small things we can work on together to better Midtown Houston,” says Cynthia Alvarado, Midtown Management District Operations Manager. “The more we share in the responsibility of community beautification, the more resources we have to continue to make Midtown the new urban leader.”

“Pick It Up Midtown” can trace its roots to Keep Houston Beautiful, the leading organization in the City of Houston charged with beautification projects, litter reduction and recycling education. Keep Houston Beautiful has a longstanding tradition of community outreach with regard to sharing the ideals of empowering communities and their residents to take stock in their neighborhoods. Individual responsibility for community upkeep emboldens and enhances, and “Pick It Up Midtown” inspires both.

When residents embrace the challenge of keeping their streets clean, community officials are better able to support resident aspirations for a neighborhood that elicits acknowledgement and generates pride. “Pick It Up Midtown” will serve as a reminder to keep Midtown beautiful.

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Midtown Houston is comprised of three organizations committed to making Midtown a model of urban living in the center of Houston, Texas. The Midtown Redevelopment Authority / Tax Increment Reinvestment Zone No. 2 (MRA), Midtown Management District (MMD) and Midtown Improvement & Development Corporation (MIDCorp) share the common vision of shaping Midtown through capital improvements, operations, maintenance, greenspace development and increased public safety. Midtown is the first district in Texas to receive the Cultural Arts & Entertainment District accreditation from the Texas Commission on the Arts.