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***Mayor Fulop Announces Return of Highly Successful Litter Patrol Program ‘Stop The Drop’; Asks Residents to “Take the Pledge” to be Part of the Program***

**JERSEY CITY** – Mayor Steven M. Fulop today announced that the highly successful litter patrol program implemented last year, **Stop The Drop**, is back in effect with **180 youth working six days a week in all wards of the City**. This year, the Mayor is also asking residents to become active in the program by taking a pledge to commit to 10 minutes daily of community cleanup near their home, business, or place of worship.

“Stop the Drop was an extremely successful program last summer, with constant positive feedback from residents,” said **Mayor Fulop**. “Not only does this program help keep our community clean, but it also provides important summer employment opportunities for our youth and this year we expanded the program to hire even more students and young adults.”

Residents who wish to take the pledge to help clean up their neighborhood can sign up at: <http://survey.constantcontact.com/survey/a07e9jmw5lhxdt3mfn/start>

By signing the pledge, residents, business owners, clergy and students commit to cleaning up litter for ten minutes a day. Every participant will receive a sign to place in front of their home and/or business to let people know that you are part of this unprecedented effort to move Jersey City forward.

In addition to working with community groups, business districts, and clergy, the committee people in each district of the City are being asked to encourage their neighbors to take the pledge to develop civic and community pride.

“We are growing the Stop The Drop program and engaging the community to make this even more successful,” said **Mayor Fulop**. “Stop The Drop is becoming a model for other cities, as we have already heard from other New Jersey municipalities who want to adopt this program in their communities.”

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The “Stop the Drop” program is a part of the City’s “Keep Jersey City Beautiful” initiative and represents an unprecedented collaboration across several City Departments and the JCIA. Together, the Office of the Mayor, the Department of Public Works, the Department of Recreation and the Jersey City Incinerator Authority have joined forces with the goal of drastically reducing litter and graffiti throughout the City of Jersey City.

Throughout the summer, 180 Jersey City youth will be dispatched in every ward of the City and tasked with clearing litter and debris from residential streets. The “Sop the Drop” crews work 9 a.m. to 2 p.m. every day from Monday through Saturday in July and August. On average, Crews are made up of 10-12 teens working in each ward. Routes will be published on the city website at: [www.jerseycitynj.gov/StopTheDrop](http://www.jerseycitynj.gov/StopTheDrop)

One of the Stop the Drop teams first assignments was clean up at the Jersey City Fourth of July event at Liberty State Park. More than 125 youth worked the event, with crews also returning to the park on July 5th to ensure all litter was removed.

This year’s “Stop the Drop” campaign will also include the tracking and removal of graffiti throughout the City. Approximately ten of the older, returning Stop the Drop youth, will be trained by and work with the JCIA and DPW to locate graffiti, expedite the process through which the City can gain access to private residence and business owners to remove graffiti, and will also be removing graffiti.

Moreover, residents and business owners who have graffiti on their property can help us expedite the process through which graffiti is removed by downloading a graffiti release form here and returning to the JCIA <http://www.jciaonline.org/graffiti.php>

**All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Steven M. Fulop at 201-547-4836 or 201-376-0699.////**