



*THE COUNCIL OF THE CITY OF NEW YORK
OFFICE OF DANIEL DROMM*

37-32 75TH STREET
JACKSON HEIGHTS, NY 11372
(718) 803-6373

****FOR IMMEDIATE RELEASE****

Contact: Alex Florez (646) 831-9835 aflorez@council.nyc.gov

**DROMM TEAMS WITH THEATRE 167 TO CREATE
STREET THEATRE EVENT HIGHLIGHTING THE IMPORTANCE
OF KEEPING JACKSON HEIGHTS CLEAN**

Dromm-Led Clean Jackson Heights Initiative Kicks-Off

Jackson Heights, NY, October 11, 2010 -- On Saturday, as a part of the launch of his new **Clean Jackson Heights** initiative, a campaign encouraging businesses and residents to work together for a cleaner neighborhood, New York City Council Member Daniel Dromm teamed with Theatre 167, a new theatre company based in the area, to present a street theatre event that drew attention to the importance of keeping the neighborhood clean.

A team of performers, dressed in their Sunday best and better, marched through Jackson Heights armed with brooms, garbage picks, dustpans, and bags while they performed monologues, live music, and thrilled residents with a 'Broom Ballet'. Along the way, residents were handed information on the **Clean Jackson Heights** campaign and local business owners were asked to sign a pledge to keep the streets around their establishments tidier and to support community clean up activities.

"The whole message is that a clean neighborhood is a classy neighborhood and we all need to pitch in to keep it that way," said New York City Council Member Daniel Dromm. "Local stores have already begun to sign our pledge and I encourage everyone in the community to take this opportunity to directly impact our neighborhood in a positive way. Together we can foster business development while improving the quality of life for all Jackson Heights residents."

Business owners would pledge to sweep their store fronts at least twice a day, hose down their sidewalk at least twice a week, report graffiti and other litter conditions by calling 311, encourage customers not to litter, and to support neighborhood events through sponsorship and/or promotion.

"I think the **Clean Jackson Heights Campaign** is vitally important. It is always a good thing to take pride in one's neighborhood," said Ernesto Vega, owner of Table Wine on 37th Avenue in Jackson heights. "As a small business owner I believe I have a responsibility to work together with the community on this common goal. Everybody deserves to live, work, shop and play in a litter free environment. The **Clean Jackson Heights Campaign** will benefit us all."

The businesses that sign on will be listed on the campaign's website www.cleanjacksonheights.com and will also receive a **Clean Jackson Heights** window cling so everyone will know they are participating.

In addition, the initiative will include a public education campaign on ways everyone can help make the neighborhood better. An award ceremony is also being planned to recognize the best swept storefronts.

Saturday's theatrical performance, was led by Ari Laura Kreith, who also directed and conceived the critically acclaimed 167 Tongues, an exploration of the emotional geography of the Jackson Heights community.

Born in a community where 167 different languages are spoken, Theatre 167 creates, cultivates, and supports new work by artists of wide-ranging backgrounds, traditions, and beliefs. Theatre 167 is a unique theater company that draws its inspiration from Jackson Heights, the most culturally diverse zip code in the world. The vibrant stories found in this extraordinary neighborhood provide rich source material for works exploring cultures and people in flux.

For more information on **Clean Jackson Heights**, and for a complete list of the neighborhood's clean up events, visit www.cleanjacksonheights.com. Local business owners wishing to participate can contact Council Member Dromm's office at (718) 803-6373.

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