FRIENDS OF THE LA RIVER

FOR MORE INFORMATION
CONTACT FOLAR AT
323.223.0585 OR
CONTACT@FOLAR.ORG

LA GRAN LIMPIEZA

29TH ANNUAL GREAT LA RIVER CLEANUP

CLEANUP ORGANIZER KIT

The LA River needs you! Each spring, FoLAR makes sure the LA River is a playground for every Angeleno. Our Annual River CleanUp, the largest of its kind, mobilized over 10,000 volunteers in 2017 alone. In the past 28 years, an estimated 50,000 FoLAR-led volunteers have removed over 400 tons of garbage from the LA River that would have otherwise washed into the Pacific Ocean. Together with our partners and community members, we can achieve a brighter future for our River.

In this kit, you'll find everything that you need -- site and registration information, frequently asked questions, printable fliers, sample social media posts -- to organize your volunteers, promote the CleanUp, and join us in the continued success of our community-driven environmental restoration. We look forward to seeing you out on the River in April!

DATES + LOCATIONS

Upper River / April 14 / 9:00 am – 12:00 noon
Sepulveda Basin / Balboa Sports Complex | Glendale Narrows Riverwalk

Mid River / April 21 / 9:00 am – 12:00 noon
Los Feliz Blvd at Bond Park | Fletcher / Bowtie Parcel | Marsh Park | The Frog Spot

Lower River / April 28 / 9:00 am – 12:00 noon
Compton Creek at Del Amo Metro Station | Willow Street Estuary | Golden Shore Marine Reserve

Browse the CleanUp site locations using our interactive site map at folar.org/cleanup-2018.

HOW TO SIGN UP + WAIVERS

To participate all volunteers must register and complete a waiver online at folar.org/cleanup-2018.

GROUP REGISTRATION

Group registration is open to any group of ten or more volunteers and is available at folar.org/cleanup-2018. Group organizers should instruct teammates to register, fill out their waiver online, and add their group name to the "Organization" field of the waiver. Make sure you tell everyone on your team to use the same name when noting your group!

QUESTIONS + FAQ

If you have any questions, click here to view the Great LA River CleanUp FAQ or contact us by phone at 323.223.0585 or email contact@folar.org.

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PROMOTION

If you want to promote the CleanUp we've got you covered! Print out some fliers, post a picture to your Facebook, Instagram and Twitter - let's get everyone down to the River!

We'll continue to make more resources available online. Visit folar.org/cleanup-2018 to get the latest graphics and fliers.

CLEANUP PHOTOS FOR PROMOTIONAL USE

Click here to download an archive of photos from CleanUp 2017.

COLOR & GRAYSCALE FLIERS – BEST PRINTED ON WHITE PAPER

Click here to download
the color, bilingual CleanUp flier.

Click here to download
the grayscale, bilingual CleanUp flier.

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GRAPHICS FOR SOCIAL MEDIA & GENERAL USE

Recommended Captions:

- No matter our individual stature, together we will make a huge difference! Sign up now to participate in the Great LA River CleanUp, link in bio.
- "Great things are done by a series of small things brought together." - Vincent Van Gogh. Sign up now to participate in the Great LA River CleanUp, link in bio.

Click here to download

Recommended Captions:

- The biggest urban river cleanup event in America is back for Earth Month! Sign up now to participate in the Great LA River CleanUp.
- FoLAR's CleanUp is the largest in America because all of us come together to do our part. Sign up now to participate in the Great LA River CleanUp.

Click here to download

Recommended Captions:

- The Great LA River CleanUp is right around the corner! If you haven't already, be sure to sign up today to participate in this year's Great LA River CleanUp. Link in bio.
- Are you ready to make a change? The Great LA River CleanUp is on its way and if you haven't already be sure to sign up today before it's too late! Link in bio.

Click here to download

SUGGESTED HASHTAGS & LINKS

Please use the following link online and on social media: folar.org/cleanup-2018.

Please use the hashtags #FOLAR, #GreatLARiverCleanUp and #CleanUp2018 to connect with the CleanUp.

SOCIAL MEDIA HANDLES

Facebook: facebook.com/LosAngelesRiver
Instagram: instagram.com/folarorg
Twitter: twitter.com/FoLARtweets