

Dear Partners,

The Schuylkill Scrub is a campaign that encourages cleanup efforts within the Schuylkill River Watershed and runs from March 1 through May 31 every year.

The Schuylkill Scrub is a part of the larger Pick-Up Pennsylvania initiative, organized by Keep Pennsylvania Beautiful, to encourage residents to clean up and beautify the entire Commonwealth of Pennsylvania.

The SAN oversees the collaboration and call to litter cleanup action in the Schuylkill River Watershed. This initiative wouldn't be possible without the individual event organizers and volunteers who share the common goal of cleaning up the many miles of roads, streams, and parkland in the watershed. Our collective efforts will help prevent the trash from making its way into our drinking water sources and keep our land and waterways clean, litter-free, and beautiful.

We've created tools to help people get involved and track progress. Schuylkill CleanSweep is the partner app for the Schuylkill Scrub but the app is no longer active. Our developers are working hard to transfer the app to a website-based dashboard with the intention to engage volunteers in recording their cleanup efforts, registering cleanup events, as well as reporting and adopting litter hot spots. Please stay tuned for more! In the meantime, we are encouraging all litter cleanup organizers to register events on Keep PA Beautiful to track these efforts across our watershed

**We need YOUR help to get the word out about the Schuylkill Scrub initiative.**

## Sample Messages

### Facebook & Instagram Posts

- The #SchuylkillScrub is March 1 – May 31. Help pick up litter before it gets to the river! Don't forget to register your cleanup, report your trash treasures, and make your impact count! Learn more at [bit.ly/SchuylkillScrub](https://bit.ly/SchuylkillScrub)

- Looking for environmental volunteer opportunities this spring? Join the #SchuylkillScrub to clean the plastic pollution and debris from our waterways! [Find a cleanup or register your event today with KeepPABeautiful](#)

#### **Did You Know? Post Series:**

- DYK one cigarette filter can contaminate 1000L of water? Let's Pick it up PA! Join the Schuylkill Scrub this spring and help keep our waterways clean. Learn more at [bit.ly/SchuylkillScrub](http://bit.ly/SchuylkillScrub)
- DYK that plastic bottles can take up to 450 years to decompose? Every piece of plastic removed from the Schuylkill River counts. #PlasticFreeSchuylkill Join the Schuylkill Scrub this spring and help keep our waterways clean. Learn more at [bit.ly/SchuylkillScrub](http://bit.ly/SchuylkillScrub)
- DKY the Philadelphia Water Department (@PhillyH2O) removes at least 2 tons of litter from the Schuylkill River each year? Imagine what we can achieve together. #LitterFreeSchuylkill Join the Schuylkill Scrub this spring and help keep our waterways clean. Learn more at [bit.ly/SchuylkillScrub](http://bit.ly/SchuylkillScrub)
- DYK storm drains lead directly to our rivers? Every piece of litter prevented from entering a storm drain helps protect the Schuylkill. #ProtectOurWaters #LitterFreeSchuylkill Join the Schuylkill Scrub this spring and help keep our waterways clean. Learn more at [bit.ly/SchuylkillScrub](http://bit.ly/SchuylkillScrub) – You can also get involved by marking stormdrains in your neighborhood to help increase awareness. Contact us for more information about how to get these marker medallions.
- DYK litter can harm or even kill wildlife that mistake it for food or get entangled? Let's keep their habitats safe and pick up the litter before it gets to the river. #WildlifeProtection Learn more at [bit.ly/SchuylkillScrub](http://bit.ly/SchuylkillScrub)
- DYK 85% of people cite trash and litter as the main problem affecting river water quality? Your efforts in clean-ups can change perceptions. #WaterQualityMatters #ILoveTheSchuylkill Learn more at [bit.ly/SchuylkillScrub](http://bit.ly/SchuylkillScrub)
- Did you know only 9% of plastic waste is recycled globally? Every item we recover from the Schuylkill River is one less item polluting our planet. #RecycleRight #SchuylkillScrub Learn more at [bit.ly/SchuylkillScrub](http://bit.ly/SchuylkillScrub)

And remember to use hashtags to increase engagement:

#KeepPABeautiful #PickitUpPA #SchuylkillActionNetwork #SchuylkillRiverGreenways  
#SchuylkillWatershed #SchuylkillScrub #CleanWaterStartsHere #SchuylkillRiver

**Canva link with graphics for social media:**

[https://www.canva.com/design/DAF-IDRUT8/UjZ9cigrhBhGTLLgdqHpww/edit?utm\\_content=DAF-IDRUT8&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAF-IDRUT8/UjZ9cigrhBhGTLLgdqHpww/edit?utm_content=DAF-IDRUT8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

At the link below, you'll find some helpful photos and logos to use. Remember to use photo credits where due.

<https://www.flickr.com/photos/schuylkillwaters/collections/72157722610349181/>