



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FROST VALLEY YMCA

FOR IMMEDIATE RELEASE

April 20, 2015

CONTACT: Amanda Hinski, Director of Marketing and Communications

TEL: (845) 985-2291 x 383 **EMAIL:** AHinski@FrostValley.org

Frost Valley YMCA's "Roadside Cleanup" Covers Nearly 17 Miles

About 44 staff members took to the road and river to clean up for Earth Day

Frost Valley YMCA held its ninth-annual Roadside Cleanup event along Frost Valley Road, Claryville Road, and into the hamlet of Claryville on Monday, April 20. Through the rainy morning, 44 staff members, including CEO Jerry Huncosky, rolled up their sleeves to pick up trash along more than 17 miles of roadside and river banks.

This annual cleanup effort began in 2006 as a way for Frost Valley staff to give back to the local community, to take care of the environment, and to help protect the "forever-wild" Catskills — and has continued to do so every spring for nearly a decade.

"We have a social responsibility to keep our community clean," says Katia Martin, Frost Valley's Director of Community Programs, who coordinates the event. "When the snow melts, we often find trash along the road and in streams, and we want to do our part in cleaning up as much as we can."

Thanks to sponsorship by nonprofit organization American Rivers (AR) — who hosts the National River Cleanup effort this spring — garbage bags and gloves were donated. Armed with these items (and positive spirits) Frost Valley staff members gave nearly 70 hours of volunteered time all before 11 a.m.

Frost Valley considers local community projects and support to be a vital part of its mission. CEO Jerry Huncosky began the Roadside Clean-Up as a way of supporting the local community, but it also ties in with part of Frost Valley's mission to maintain environmental stewardship. "We are more than happy to give back to the community, and look forward to doing it all again next year," Huncosky says.

Interviews are available upon request.

About Frost Valley YMCA

Frost Valley YMCA provides people of all ages and abilities with enriching, even life-altering, outdoor experiences. Located in the heart of the Catskill Mountains, Frost Valley provides year-round access to nature and fun through programs such as summer camp, adventure trips, farm camp, equestrian programs, group and family retreats, school trips, teambuilding and more. The Frost Valley YMCA mission is to put Judeo/Christian principles into practice through programs that build healthy spirit, mind, and body for all. Frost Valley is guided in this pursuit by its core values which serve as pathways for guests as they bond with nature and each other: Caring, Community, Diversity, Honesty, Inclusiveness, Respect, Responsibility, and Stewardship.