



MEDIA RELEASE

KNOX COUNTY HEALTH DEPARTMENT
140 Dameron Avenue, Knoxville, TN 37917-6413

FOR IMMEDIATE RELEASE

Contact: Katharine Killen
865-215-5534 office
865-755-1121 cell

April 13, 2017

Five Points Up coalition hosts fourth cleanup event

Knoxville, Tenn. – Five Points Up is hosting its fourth East Knoxville Communitywide Cleanup on **Saturday, April 29 from 9 a.m. to 12 p.m.** The event kicks off at the **Harvest Plaza** parking lot, 2410 Martin Luther King Jr. Ave.

“We are doing this cleanup in order to positively transform our environment into a more nurturing and supportive community,” said Michelle Neal, Five Points Up member and president of OUR Community Organization (OCO), an area neighborhood group.

Participating community residents will meet for a kickoff at Harvest Plaza and then disperse into their neighborhoods to pick up litter. Snacks and beverages and the use of cleanup tools, gloves and supplies will be provided to participants at no cost. The event will also feature tips on maintaining a clean community. The coalition is encouraging everyone who lives, works, worships and plays in the area to participate.

Five Points Up has formed two new partnerships to support this year’s efforts:

- The Tennessee Clean Water Network is working with the coalition to clear the Williams Creek Urban Forest area, located on Brooks Avenue and Dailey Street, of litter.
- The Boy Scouts of America Great Smoky Mountain Council – Chehote District is participating in the cleanup for the first time and will be helping with additional beautification efforts in the area throughout the year.

Event partners include the Knoxville – Knox County Community Action Committee (CAC) East Neighborhood Center, CAC Housing and Energy Services, Boy Scouts of America (Great Smoky Mountain Council – Chehote District), Knoxville’s Community Development Corporation (KCDC), East Knoxville Business and Professional Association, Keep Knoxville Beautiful, Knox County Health Department, Project GRAD Knoxville, Smoke-Free Knoxville, The Village of Knoxville, Burlington Residents Association, Cold Springs Neighborhood Watch, Michael Meadowview Neighborhood Watch, OCO (OUR Community Organization), Great Schools Partnership, Tennessee Clean Water Network, and City of Knoxville’s Public Works and Save Our Sons Initiative.

A community-led group, Five Points Up hopes to improve the health of those living and working in the area by increasing the sense of community through local activities and events. The group’s mission is to unify and beautify East Knoxville through increased community engagement and community pride.

According to the Robert Wood Johnson Foundation, promoting meaningful community participation builds trust and relationships among neighbors, empowering them to become advocates for their communities. Neighborhood involvement produces numerous benefits, including mobilizing the community to reach health-related goals and empowering residents to change behaviors and improve health outcomes.

About Knox County Health Department:

The Knox County Health Department (KCHD) is a governmental agency dedicated to making every person a healthy person. As the first health department in Tennessee to achieve national



accreditation by the Public Health Accreditation Board, KCHD's mission is to encourage, promote and assure the development of an active, healthy community through innovative public health practices. The organization conducts disease surveillance, prevention and control; emergency preparedness; nutrition and physical activity promotion; tobacco use prevention; health equity promotion; immunizations; and much more. For more information, visit www.knoxcounty.org/health.

###

