



Florissant Missouri
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**NEWSLETTER / NEWS RELEASE
From the Office of the Mayor**

FOR IMMEDIATE RELEASE

APRIL 4, 2022

**THE ANNUAL VALLEY OF FLOWERS CLEAN UP, SPRUCE UP
AND FIX UP CAMPAIGN HAS KICKED OFF**

Mayor Lowery is pleased to announce the annual kick-off initiative to clean up the city's streets and public areas. The "Valley of Flowers Spring Cleaning" effort will run from Saturday, April 2nd to Friday, May 6th, which will be the start of the city's annual Valley of Flowers festival. "As we get ready for 60th Annual Valley of Flowers Festivities May 5, 6, 7 and 8, I am asking all residents and business owners to participate in this year's Clean Up, Spruce Up and Fix It Campaign".

"We encourage our residents to join the City Administration to recapture the spirit of the original Valley of Flowers festival," said Florissant Mayor Tim Lowery. "That first festival in 1963 had as one of its goals to clean up, spruce up and fix up Florissant, culminating in what has become the Valley of Flowers festival."

Organizations throughout the city as well as individual residents are urged to join in this effort to participate in Florissant's "spring cleaning" initiative. "We hope that this effort will take a page from our past to help us now and into the future," said Mayor Lowery. "Our goal is to generate positive momentum for the rest of the year, resulting in better property maintenance overall and improved property values for residents and businesses alike."

Mayor Lowery would also like to remind you of some other spring time clean up events that are upcoming, the 11th Annual "Free Document Shredding Day" will be on April 23rd from 9:30 a.m. to 12:00 p.m. at St. Ferdinand Park and the annual Garage Sell Event is on Saturday, April 30th from 9:00 a.m. to 12:00 p.m. at the James J. Eagan Center. The Electronic Recycling event had taken place on Saturday, April 2nd.

As we continue with our Spring Clean Up Campaign I want to tell you about our Adopt-A-Street Program which will provide a great opportunity for volunteer groups, residents and businesses to personally participate in litter pickup events along City Streets and Right-of-Ways. Folks will have the opportunity to adopt a City street or a portion thereof. The City will provide safety vests, gloves and trash bags to the Adopters for pickup events. Once the Adopter has performed a litter pickup event the City will install street signs to recognize the Adopter's efforts to help keep the City clean. Program guidelines and application forms can be found on the City's website: www.florissantmo.com or contact our City Engineer Tom Goldkamp at 314-839-7643.

Also, we still have plenty of "Feed the Cans, Not the Land" Anti-Litter Campaign signs if interested please call my office at 314-839-7601.