PRESS ADVISORY – PHOTO OPPORTUNITY

MAYOR GARY McCARTHY
TO PRESENT A NEW CITY PR INITIATIVE

WHEN: Wednesday, March 26, 2014
TIME: 1:00 P.M.
WHERE: Lincoln Elementary School Library, 2 Robinson Street, Schenectady, NY 12304
DETAILS: Mayor Gary McCarthy, Christopher O’Reilly of Creating Why Media and students from Lincoln Elementary School will introduce a promotional video “It Starts With Me” as part of an effort to increase recycling in the City of Schenectady. The video was produced by Creating Why Media and stars students from Lincoln Elementary School. This video is part of a campaign to remind residents how increased recycling can help our city and educate younger generations on how important it is to recycle.

Students featured in the video are: Allen Cruceta, Thalia Deitz, Raina Jarvis (she is in middle school and will not attend event), Max Kanciruk, Adonis Osborne, Layla Osborne, Farana Saffie and Skyler Willard.