



STEVEN M. FULOP  
MAYOR OF JERSEY CITY

CITY OF JERSEY CITY  
OFFICE OF THE MAYOR

CITY HALL | 280 GROVE STREET | JERSEY CITY, NJ 07302  
P: 201 547 5500 | F: 201 547 5442



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**Contact: Jennifer Morrill**  
**Press Secretary**  
201-547-4836  
201-376-0699

***Mayor Steven M. Fulop Announces Expansion of the Citywide  
Anti-Litter Campaign “Stop the Drop” With Jersey City  
Medical Center-Barnabas Health; Hospital is First Non-Profit  
Partner to take Pledge to Keep Community Clean***

**JERSEY CITY – Mayor Steven M. Fulop** is proud to announce the expansion of the Stop the Drop Program citywide anti-litter campaign with the first non-profit partner, the **Jersey City Medical Center-Barnabas Health**, during the hospital’s monthly administration meeting on **Thursday, October 23, 2014** at the **Jersey City Museum**.

“I am excited to have the Jersey City Medical Center sign on to the Stop the Drop campaign, as they are major institution in our City,” said **Mayor Fulop**. “The Stop the Drop Campaign continues to expand and incorporate more of our organizations, and I look forward to its continued growth to keep our City clean. I encourage all Jersey City Medical Center staff members and residents to not only take the pledge, but to join the movement.”

Joseph F. Scott, FACHE President and CEO of the Jersey City Medical Center-Barnabas Health, noticed the effectiveness of the Stop the Drop campaign in residential neighborhoods and he reached out to the City of Jersey City to see how the Medical Center could become involved.

“Keeping the Jersey City Medical Center’s campus clean has always been a main priority of ours,” said **JCMC President Joe Scott**. “As one of the largest employers in the City, signing up to the Stop the Drop campaign is a wonderful opportunity for us to encourage our staff members to join in the effort to keep our communities clean. We are proud to join Mayor Fulop in his goal to make Jersey City a litter-free city.”

The Jersey City Medical Center is an approximately 16-acre campus across downtown with 3,000 full-time and part-time employees, with more than 50 percent being Jersey City residents.

During the Medical Center’s monthly administration meeting, President Joe Scott will sign the Stop the Drop pledge, and encourage other businesses to do the same. The Stop the Drop Youth representatives will be present to show a brief clip of the work they have done with the campaign in the past two years. Staff members will also be able to take the pledge, as more than 3,000 pledges have already been signed by residents, churches and parishes citywide.

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In its second year, the *Stop The Drop Campaign* has been a highly successful program aimed at both employing youth during the summer and cleaning up litter from city streets. This year, in addition to the youth employment component, the city has used its communications department to reach out to the community and involve key stakeholders in the citywide beautification effort.

More than 180 Jersey City youth were hired this year to clear litter and debris from residential streets. During the summer, anti-litter crews took to the streets from 9 a.m. to 2 p.m., Monday through Saturday, in an effort to clean up neighborhoods throughout Jersey City.

The campaign has since created a partnership between government and community organizations by asking youth, residents, businesses, and clergy to take a pledge to commit to 10 minutes daily of community cleanup near their home, business, or place of worship. To date, more than 3,000 residents have signed the Stop the Drop pledge, including Public School #22 in a kick-off celebration at Ercel Webb Park on October 2nd.

The “Stop the Drop” program is a part of the City’s “Keep Jersey City Beautiful” initiative and is funded by the Clean Communities Grant.

**All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Steven M. Fulop at 201-547-4836 or 201-376-0699.////**