

## Earth Day Clean-Up 2010

The Nature Conservancy's Earth Day Clean-Up 2010 was made possible thanks to the \$1,000 sponsorship from the Lafarge-Tulsa Cement Plant. Because they share many of the same environmental goals, Lafarge partnered with the Conservancy's Oklahoma Chapter to create, promote and host a community event on April 22, the 40<sup>th</sup> anniversary of Earth Day.

The education and litter pick-up event was held along the Arkansas River in Tulsa. Volunteers received t-shirts, refreshments and information about Oklahoma's native trees and least tern bird population. More than 20 Lafarge-Tulsa employees showed up and 25 additional citizens pitched-in during Earth Day Clean-Up. More than six media articles about the event were aired or printed.



From left to right: Michael Fuhr, State Director for the Nature Conservancy; Elizabeth King, Public Affairs Manager and Cox Connects Foundation Program Administrator; Mary Waller, Chief Operating Officer at Waller & Company Public Relations; and Travis Weide, Environmental and Public Relations Manager at Lafarge-Tulsa Cement Plant, all brought volunteers from their organizations to pitch in for Earth Day Clean-Up 2010 at Tulsa's River Parks.