



A community event organized jointly by the Smith Mountain Lake Association,
Tri-County Lakes Administrative Commission and Smith Mountain Lake Regional Chamber of Commerce

540-721-4400 | takepridesml.com | tlac@sml.us.com

FOR IMMEDIATE RELEASE – Aug. 16, 2018

Attachments: New Take Pride in SML Logo (eps and PNG formats), photos (with captions below), a PDF of this press release, a PDF of the final trash collection report for TPISML 2018

Media contacts:

Vicki Gardner: (540) 721-1203, vgardner@visitsmithmountainlake.com

Paula Shoffner: (540) 721-4400, paulas@lvl.us.com

Lorie Smith: (540) 524-9220, loriesmith500@gmail.com

REVAMPED TAKE PRIDE IN SMITH MOUNTAIN LAKE PROGRAM NETS MORE THAN 23 TONS OF DEBRIS

SMITH MOUNTAIN LAKE, Virginia – Community volunteers collected more than 46,000 pounds (23 tons) of debris as part of Take Pride in Smith Mountain Lake, according to the final 2018 collection report released today.

“We tweaked the format and got many more people involved in organizing and implementing Take Pride this year, and it made a huge difference. We are absolutely amazed with the numbers,” said the Paula Shoffner, Executive Director of the Tri-County Lakes Administrative Commission, which organizes the program in collaboration with the SML Association and the Smith Mountain Lake Regional Chamber of Commerce.

According to the report, 222 individuals participated in Take Pride in SML, which involved 32 registered events throughout May.

Shoffner said, “That’s more than double the number who participated last year when Take Pride was a summer-long event. Those volunteers contributed to collecting nearly four times more debris than what was reported in 2017. Amazing!”

Debris collected along 55 miles of shoreline included plastic and glass bottles, beverage cans, plastic bags, food wrappers and food containers. Gardner said the most unusual items collected included a kiddie pool, washing machine agitator and a bag of freshly shucked corn on the cob.

“We’re not sure how a bag of corn ended up in the lake but figure some family was pretty disappointed come dinner time,” Gardner joked.

Among the changes made this year that organizers say greatly impacted participation include:



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- Declared May “Take Pride in Smith Mountain Lake Month”
- Re-branded the event with a new logo
- Established an organizing committee made up of community leaders, as well as volunteers with past TPISML experience
- Partnered with local civic groups and businesses to organize three events (May 5, 12 and 19) at various locations around the lake with large dumpsters provided for free
- Worked with Smith Mountain Lake Marine Volunteer Fire/Rescue to coordinate limited debris pickup from docks of those not able to dispose of it themselves
- Offered participants the option to plan their own Take Pride cleanups anytime in May
- Made signup easier by allowing participants to pre-register and pick up their free supplies (t-shirt, work gloves and heavy duty orange trash bags) at the SML Business Expo in early May
- Added a post-event celebration at Mango’s Bar & Grill as a thank you for volunteers, organizers and sponsors

Sponsors for 2018’s Take Pride in Smith Mountain Lake initiative included American Electric Power, Western Virginia Water Authority, Berkshire Hathaway Smith Mountain Lake Real Estate, Capps Home Building Center, Carilion Clinic, Glenda McDaniel – Long & Foster Real Estate, Turner’s Dock Building, and The Windward Waterfront Lots and Custom Homes.

“We’re so thankful for the long-standing commitment we’ve had from these businesses, because the success of Take Pride could not have happened without their support,” said SMLA Executive Director Lori Smith. “We feel like we’re definitely prepared to elevate the event to another level again next year.”

The complete cleanup report can be accessed online at www.takepridesml.com or at the TLAC office, which is located on the upper level of The Plaza, 400 Scruggs Road, Suite 200 in Moneta.

For more information, visit TakePrideSML.com.

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Attachments:

All courtesy of Take Pride in Smith Mountain Lake

tpisml_bizexpo_05-04-18.jpg

From left, Pam Alford, Lori Smith, Vicki Gardner, Andie Gibson and Paula Shoffner, members of the Take Pride in Smith Mountain Lake oversight committee, prepare to register volunteers at the SML Business Expo on May 4 at the YMCA at LakeWatch Plantation. More than 50 people signed up at the Expo, receiving a free T-shirt,



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work gloves, heavy duty orange trash bags, a grocery tote and a ticket to a celebratory dinner at Mango's Bar & Grill.

tpisml_sml-fire-rescue_05-05-18.jpg

Lou Feldvary (left) and Steven Small take a break from Take Pride in Smith Mountain Lake cleanup efforts on May 5 at Westlake Waterfront Inn at Indian Point Marina. The two are volunteers with Smith Mountain Lake Marine Fire/Rescue, which coordinated debris pickup from docks of those not able to dispose of it themselves.

tpisml_striper-club_05-05-18.jpg

Smith Mountain Striper Club members help unload bags filled with debris collected on May 5 at Westlake Waterfront Inn at Indian Point Marina as part of Take Pride in Smith Mountain Lake.

tpisml_striper_club2_05-05-18.jpg

A skid steer loader operated by Take Pride in SML committee member Joe Long pulls up to be loaded with debris collected by members of Smith Mountain Striper Club and Smith Mountain Lake Marine Fire/Rescue on May 5. More than a dozen volunteers took part in the cleanup event at Westlake Waterfront at Indian Point Marina.

tpisml_crazy-horse_05-05-18.jpg

Volunteers at Crazy Horse Marina unload from a boat debris collected on the water May 5 as part of Take Pride in Smith Mountain Lake. The event's signature orange bags, along with work gloves and a T-shirt, were provided for free to all registered volunteers, including homeowners who committed to cleaning up around their own shoreline.

Jon Burger group.jpg

Volunteers from Lynchburg's Passion Community Church gather after collecting debris along the shoreline during an individual event on May 12 organized by SML Chamber of Commerce member Jon Burger of Cobb Technologies.