



The Great LA River CleanUp 2025 Outreach Package

Graphics

This year's Billboard and Poster were designed by Clay Hickson, a local artist who has illustrated previous CleanUp billboards and our Parks Project merchandise. If you have any trouble downloading the graphics, please email communications@folar.org.

- Digital Flyer
- Horizontal Banner
- Social media graphics
- Photos from past CleanUps

[Find downloadable graphics here:](#)

[CleanUp 2025 Illustrations & Photos](#)

Event Overview

Friends of the LA River invites you to join us for our **35th annual Great LA River CleanUp** this October, the largest urban River CleanUp in the country. This year, thousands of Angelenos will gather at four sites: Willow Street Bridge and Bond Park on **October 11**; Sepulveda Basin Sports Complex and Compton Creek on **October 18** to remove trash, restore habitat, and reconnect with the River.

This year's CleanUp is a chance to roll up your sleeves, meet neighbors, and take direct action for a healthier, more resilient Los Angeles.

What to Expect

- Two volunteer shifts each day: **8:00 AM** and **10:30 AM**, each lasting about two hours
- Gloves, bags, and supplies provided on-site
- Opportunities to learn about local ecology and see the impact of your work
- Family-friendly and group-friendly volunteer sites across the upper, middle and lower sections of the River.

Why Do We Do This?



The LA River carries the story of our city. Every piece of trash removed keeps it from flowing into the ocean, protects wildlife, and helps restore habitat. But the CleanUp is also about people. By coming together in action, we remind ourselves that the River belongs to all of us, and that we have the power to shape a healthier future for Los Angeles.

Who Should Come?

Everyone! Longtime River advocates, first-time visitors, schools, corporate groups, families, and friends are welcome at any of our sites. The CleanUp is for anyone ready to spend a morning outdoors making a tangible difference.

How to Participate

Sign up in advance here: FoLAR.org/CleanUp. Registration ensures your spot and supplies.

Spread the Word!

Share the event with your networks and invite others to join. Every extra pair of hands means more bags filled, more wildlife protected, and more River cleaned.


Social Media Sample Copy

Instagram Post


 The Great LA River CleanUp is back! 

Join Friends of the LA River on October 11 and 18 at four different sites across Los Angeles: Willow Street Bridge and Bond Park on the 11th, Sepulveda Basin Sports Complex and Compton Creek on the 18th.

 October 11 + 18

 Shifts at 8:00 AM and 10:30 AM

 Register now: FoLAR.org/CleanUp

We hope to see you on the River! 


#FoLAR #LARiver #GreatLARiverCleanUp #UrbanNature #VolunteerLA


Facebook Post




 The Great LA River CleanUp returns October 11 and 18! 

Join thousands of Angelenos to restore the River at four sites across Los Angeles: **Willow Street Bridge and Bond Park on October 11; Sepulveda Basin Sports Complex and Compton Creek on October 18.** Gloves and supplies are provided, and everyone is welcome!

 October 11 + 18

 Shifts at 8:00 AM and 10:30 AM

 Register now: FoLAR.org/CleanUp

Together, we'll keep the LA River healthy for people and wildlife. 


LinkedIn Post

 The Great LA River CleanUp is back on October 11 and 18!

Hosted by Friends of the Los Angeles River, this is Los Angeles' largest volunteer event, mobilizing thousands of people across four sites: **Willow Street Bridge and Bond Park on October 11; Sepulveda Basin Sports Complex and Compton Creek on October 18.**

Why it matters: Every bag of trash collected prevents pollution downstream, restores habitat for wildlife, and strengthens the connection between Angelenos and their River.

 October 11 and 18

 Two shifts each day: 8:00 AM + 10:30 AM

 Register now: FoLAR.org/CleanUp

Let's roll up our sleeves together for a healthier, more resilient Los Angeles.

#GreatLARiverCleanUp #FoLAR #LARiver #UrbanEcology #EnvironmentalJustice #Volunteerism

Newsletter Blurb

The Great LA River CleanUp is back October 11 and 18! Join Friends of the Los Angeles River for the largest urban River cleanup in the country, where thousands of Angelenos come together to restore their River.



On **October 11, we'll be at Willow Street Bridge and Bond Park. On October 18, we'll head to Sepulveda Basin Sports Complex and Compton Creek.** Each site will host two shifts (8:00 AM and 10:30 AM), and supplies will be provided.

The CleanUp is family-friendly, group-friendly, and open to everyone who wants to give back. Your time makes a direct impact on the health of the River and the communities that surround it.

🔗 Register today at FoLAR.org/CleanUp