



**Gary R. McCarthy**  
Mayor

**OFFICE OF THE MAYOR**  
CITY OF SCHENECTADY  
NEW YORK

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**For Release: Immediate**  
**Tuesday, March 25, 2014**

**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.

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