

## **BID Unveils New Litter Receptacles**

**By Maciej Wroblewski**

The ongoing effort to clean streets around 23rd Street and keep them that way continued earlier this month with the introduction of new trash cans sponsored by the Flatiron/23rd Street Partnership Business Improvement District (BID).

Operating since last fall, the Partnership made it one of its first priorities to clean up the streets in the district.

The cans, branded with the BID's distinctive orange, blue and gray "intersection" logo depicting the location where 5th Avenue, Broadway and 23rd Street meet, have been placed at major intersections and in mid-block locations along 23rd Street, from 3rd Avenue to 6th Avenue.

While this initial order of cans was funded solely by the BID, the Partnership is seeking businesses and property owners in the district to sponsor additional receptacles at below cost. Corporations will receive logo placement on the trash receptacles and may request specific locations in proximity to their particular property or business. To find out more about the BID's sponsorship program, contact the Partnership's Executive Director, Jennifer Brown, at (212) 741-2323.