



FOR IMMEDIATE RELEASE

## Norton Reservoir Clean-up Day to Take Place September 11

**NORTON, MA – August 26, 2011** – Norton Kayak Company, Inc., a kayak tour business that operates on the Norton Reservoir, and the Norton Recreation Department, are sponsoring the 2011 Norton Reservoir Shoreline and Island Clean-up Day on Sunday, September 11. Last year's clean-up was a great success thanks to the many residents and businesses who participated.

Business owners located around the Reservoir are being encouraged to re-adopt their own shorelines and open up their dumpsters to volunteers. He is also asking other local businesses, community organizations, boat owners and residents of Norton to pitch in by cleaning up the common areas of shoreline. Areas of concern are the many islands, the Route 140 shoreline and the land around the dam on Reservoir Street.

Trash bags will be provided for those who participate. Norton Kayak Company will provide free clean up tours all day to volunteers who wish to help pick up the islands and secluded shorelines of the Reservoir.

If you'd like to help out, or for more information, contact Norton Kayak Company at 508-740-7728 or email [info@nortonkayakco.com](mailto:info@nortonkayakco.com).