



Bravo Productions Adopts A Highway as a Kick-off to Spring Cleaning in Long Beach and Keep America Beautiful Month

April is Keep America Beautiful Month, and you don't have to be a fortune 500 company to make a difference. Bravo Productions, an event planning and production company kicks off their own campaign and spring cleaning by becoming a sponsor of the Adopt-A-Highway Program.

([PRWEB](#)) April 11, 2005 -- Bravo Productions, a Long Beach-based award-winning event planning and production company has signed a 2-year commitment as a sponsor of the California Department of Transportation (Caltrans) Adopt-A-Highway program. Bravo Productions is sponsoring litter removal services twice a month on the Southbound side of the 710-Freeway between Artesia Boulevard and Del Amo in Long Beach.

“April is Keep America Beautiful Month, and this is the perfect time for spring cleaning and to kick-off our participation in the Adopt-A-Highway program,” says Greg Jenkins, partner of Bravo Productions. “The roadside looks so much cleaner and people traveling through the area this summer as well as throughout the year can observe that we as a community take pride in a trash-free landscape,” says Jenkins.

The Caltrans Adopt-A-Highway Program provides an avenue for individuals, organizations, or businesses to help maintain sections of roadsides within California’s state highway system. “Long Beach is a great city, and has so much to offer. When visitors, tourists and local residents pass through the area, we hope the trash removal will further enhance the city’s reputation as a desirable place to play and conduct business,” says Thom Neighbors, Bravo Productions partner. “We also hope our sponsorship will inspire other businesses to make a difference in the community they serve.”

The Adopt-A-Highway Program was established in 1989. The program’s efforts represent an estimated \$14.5 million savings to California’s taxpayers each year. In addition, program participants pick up nearly 250,000 bags of trash from California’s roadsides each year -- enough bags to reach from Stockton to South Lake Tahoe or from Bakersfield to Disneyland.

Founded in 1987, Bravo Productions is an award-winning, full-service event planning and production company specializing in staging corporate functions nationwide. In addition to its Long Beach headquarters, Bravo Productions has regional offices in Las Vegas, Washington state and Colorado.

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