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## **U.S. Bank hearts the Rail Trail Monthly Rail Trail Clean-Ups Kick Off This Weekend**

**What:** Monthly Rail Trail Clean Ups

**When:** Sunday, April 25<sup>th</sup> from 10 am – 12 pm & Starting in May, Clean Ups will take place on the 3<sup>rd</sup> Sunday of each month from 10 am – 12 pm

**Where:** Along the Charlotte Rail Trail in South End

This Earth Day, U.S. Bank is renewing its commitment to the Charlotte Rail Trail through a partnership with South End Social and its monthly Rail Trail clean up events – Voluncheers. This event started as a way to support the South End Social mission of producing, promoting and providing high-quality experiences that are beneficial to residents, small businesses and the South End community. The volunteers who come every month have a passion for taking care of their neighborhood and the clean up events are a fun way to bring residents together to make their community better. South End Social rewards their volunteers with giveaways from local businesses following each clean up.

The U.S. Bank partnership will help the South End Social team facilitate a monthly clean between April 25 and the end of the year. These clean ups will take place on the third Sunday of each month. “The partnership with U.S. Bank and Charlotte Center City Partners has been everything that we could ask for in partners,” said Michael Martelette, founder of South End Social. “Their support allows us to enhance these events and maximize the benefits for the neighborhood, the volunteers and South End small businesses.”

“U.S. Bank is proud to sponsor these clean-up events as part of our ongoing partnership with the Charlotte Rail Trail and Charlotte Center City Partners,” said Ashley Cumberbatch, Consumer & Business Banking District Manager for Charlotte. “U.S. Bank has long been a part of the Charlotte community, and this partnership is a great way to give back to a vibrant part of our city.”

This clean-up initiative is part of the I Heart Rail Trail initiative is a partnership between the Charlotte Rail Trail, Charlotte Center City Partners and U.S. Bank. The initiative will feature events large and small to activate the Rail Trail and enhance the experience of this 3.5-mile linear park. In addition to sponsoring the I Heart Rail Trail initiative, U.S. Bank in 2019 contributed \$1 million toward the planned construction of a pedestrian bridge that will connect the South End and Uptown portions of the Rail Trail.

The partnership between U.S. Bank and the Charlotte Rail Trail is part of U.S. Bank’s Community Possible program. U.S. Bank’s unified giving and engagement strategy Community Possible focuses on closing the gaps between people and possibility in the areas of Work, Home and Play. The bank believes the building blocks of all thriving communities where all things are possible include stable employment opportunities, a home to call your own, and a community connected through culture, arts, recreation and play. Visit [www.usbank.com/community](http://www.usbank.com/community) for more information.