



# City of Pittsburgh

510 City-County Building  
414 Grant Street  
Pittsburgh, PA 15219

## Text File

**Introduced:** 4/22/2014

**Bill No:** 2014-0356, **Version:** 1

**Committee:** City Council

**Status:** Passed Finally

**WHEREAS**, **Boris Weinstein**, a native Pittsburgher and community advocate , has dedicated his work experience , personal time and retirement life to a creative, enthusiastic and passionate approach to improve the city he loves ; and,

**WHEREAS**, born in East Liberty, graduated from Taylor Allderdice where he played varsity basketball, attended Northwestern and graduated from Pitt, Boris had a career in journalism and marketing writing sports and news for KDKA, Bill Burns and the Sun Telegraph. Later ,Boris was a partner in Marc And Co. as VP of PR and Media and then formed his own marketing company, the Carson Group. In all, Boris managed accounts as diverse and visible as malls, Sears, McDonalds, Arbys, Pizza Hut, the Steelers and the Gateway Clipper Fleet ; and,

**WHEREAS**, bringing his extensive and successful experiences to his retirement path, Boris starting a second career dealing with quality of life issues specifically the issue of litter. His involvement dated back to 1970 , having worked with 4 mayors and coining the phrase, "For Pete's Sake" for Mayor Pete Flaherty's own litter campaign. He started Citizens Against Litter in Shadyside where he lived, dividing the neighborhood into 17 zones and creating a program easily replicated in other neighborhoods. This effort launched Boris's accomplishments as Chair of the Homewood Squirrel Hill Reddup Coalition, Chair of the Clean Pittsburgh Commission and editor of the Shadyside Newslitter. The Homewood Sq Hill Reddup Coalition was the largest cleanup in the Pittsburgh region, having engaged over 20,000 volunteers, 100 city neighborhoods and 99 communities in Allegheny, Beaver and Butler Counties ; and,

**WHEREAS**, this year, **Boris Weinstein** was the recipient of the **2013 Iron Eyes Cody Award** during the 2014 **Keep America Beautiful** National Conference in Charlotte, NC. The Award was created in honor of Keep America Beautiful's public awareness campaigns of the 1970's and honors exceptional leadership in raising public awareness about litter prevention, roadside and community beautification, waste issues and the need for citizens to participate in activities that preserve and enhance natural resources; and,

**NOW, THEREFORE BE IT RESOLVED** that the Council of the City of Pittsburgh does hereby recognize **Boris Weinstein** for his dedication to preventing litter and beautifying Pittsburgh and congratulates him for receiving the prestigious **Keep America Beautiful Iron Eyes Cody Award** for his remarkable and successful efforts; and,

**BE IT FURTHER RESOLVED**, , that the Council of the City of Pittsburgh does hereby declare Tuesday, April 22, 2014 , to be "**BORIS WEINSTEIN DAY**" in the City of Pittsburgh.