



ECOLOGIZE— RALLY CRY FOR HIGHLAND PARK, MICHIGAN'S BEAUTIFICATION PROGRAM

HIGHLAND PARK, MICH., a city incorporated in the midst of Detroit, has developed a citizen program aimed at improving the ecology. A newly coined word—**ECOLOGIZE**—has become the rally cry for citizens in their quest for an action program.

One of the most enthusiastic disciples of the Ecologize movement is Edward R. Wujcik, Highland Park's director of public works. He has helped spearhead a continuing program which enlists the aid of both civic groups and citizens.

Official kick-off was May 22 of this year when the mayor, Robert B. Blackwell, issued a proclamation urging "every man, woman and child in this city to cooperate . . . to share the responsibility . . . to do his part to 'Ecologize' . . . this 365-day job . . . for everyone!" Prior to this action the mayor met with local businessmen, civic groups, and school

officials to devise the year-round program.

Public Works Director Wujcik believes success of the venture is assured and that it is gaining momentum. To date: businessmen have distributed lapel buttons, bumper stickers, litter bags, and posters to customers; the Junior Chamber of Commerce has developed an ecology flag for businessman use and many have agreed to fly them at least two days monthly; schools have developed and presented special ecology programs; young people have visited various neighborhoods and picked up loose papers; cleanup campaigns have abounded; city vehicles bear ecology decals or bumper stickers; city offices and schools fly the ecology flag; and the City has erected a sign on the main street proclaiming the city-sponsored 365-day ecology program.

Further, the City Council approved a plan for collection of glass and metal for recycling and is study-

ing a means of collecting newspapers on a regular basis.

A special Ecologize kick-off was a part of the Highland Park annual Michigan Week Parade, with ecology floats being the parade theme. This in itself helped enlist additional civic groups support.

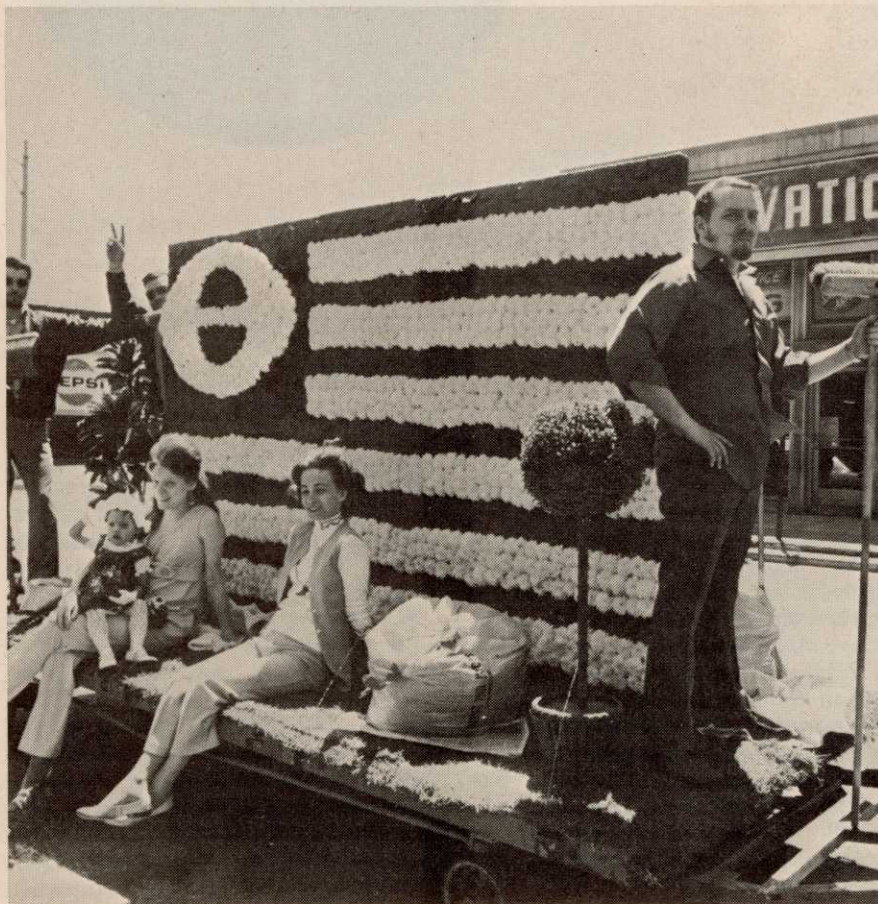
Other steps include a landscape program by the Michigan State University Extension Service which has an office in Highland Park; a series of clean-up projects by the Community Service Cadets, a group of young men aged 10 to 17 who work on such projects through the Model Cities Program; and construction of a small intercity park by students of the Detroit Society of Arts and Crafts. The City provided a \$3000 budget for this venture which developed into what Wujcik describes as "a 135 x 200 foot oasis in the middle of the City."

Highland Park, with its many and varied activities, Wujcik believes, has developed an enviable program of public accomplishment.

Editor's Note: **ECOLOGIZE** is a trademark and service mark of Environmental Rehabilitation Systems, Inc.



The Ecologize kick-off day coincided with Highland Park's annual Michigan Week Parade and became the theme for the event, featuring floats, left and below, along with a park ceremony. In picture above is E. R. Wukcik, the city's director of public works.



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