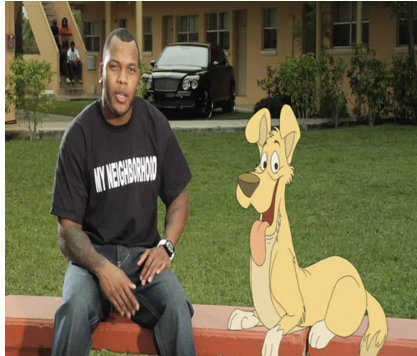




Flo Rida Participates in City of Miami Gardens' Anti-Litter Public Service Announcement



The City of Miami Gardens' Keep Miami Gardens Beautiful office has joined forces with double platinum selling artist Flo Rida in delivering the crucial message of keeping Miami Gardens beautiful and litter free through its television Public Service Announcement. Flo Rida, a native of Miami Gardens, lends his distinct voice and star power to the city's effort to clean up and beautify its neighborhoods.

Litter can harm the environment in a number of different ways. It is a breeding ground for disease-causing insects and rodents. Its "ugliness" damages the appearance of communities and scenic environments. Open containers such as paper cups or beverage cans can hold rainwater, providing breeding locations for mosquitoes.

Although the PSA has a broad appeal, one of the main goals of the campaign is to specifically capture the attention of men and youth, since statistics have consistently shown that they are often the worst offenders. According to Flo Rida, who took time out of his busy schedule to support his childhood stomping ground, "My community is what made me, it is what has groomed me into the man that I am. Giving back to my community and lending my voice to the message of keeping it clean is important to me and the youth in the neighborhood".

The PSA does an excellent job of reflecting Miami Gardens' uniquely diverse community. Mauricio Padilla's, a Miami-Dade native, winning poem was used as the lyric in the PSA. When asked why he felt it was important to write such a powerful message, he said "being silent about the deterioration of our environment was not an option"; a sentiment that is shared by most residents.