

FOR IMMEDIATE RELEASE:
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CITY OF NEWBERG LAUNCHES NAMING CONTEST FOR NEW ELECTRIC STREET SWEEPER

(NEWBERG, OR) – The City of Newberg is calling on creative young minds in the city limits to submit their ideas for names for our new ELECTRIC street sweeper! Elementary school-aged students and younger are encouraged to stop by the Newberg Public Library between March 23rd and April 23rd to submit their suggestions to name the street sweeper. The submissions will be narrowed to the top five names, which will be voted on via online form by Newberg’s community between May 1-21! The winner will be unveiled at this year’s annual Public Works Day event on June 20, 2024.

Newberg’s Public Works Director, Russ Thomas, initiated this contest after the City finally received our new electric street sweeper, which is to be a replacement for the aging diesel-powered equipment that will be retired. This is one of the first all-electric vehicles acquired by the City, but will not be the last!

Many cities, counties, and other agencies have launched similar contests to engage the community in work that normally goes on in the public eye without a lot of appreciation. Oregon City recently introduced their newest street sweeper, “C-sweep-o”, after launching a similar contest¹, and the success of this effort encouraged the City of Newberg to do the same!

Community members who have questions or would like to learn more about the contest are invited to visit the Newberg Public Library to chat with our friendly librarians or may email the library at library@newbergoregon.gov. Questions about the street sweeper itself can be sent to Public Works Director Russ Thomas at russ.thomas@newbergoregon.gov.

To hear more news from the City of Newberg, follow along on [Facebook](#), [Instagram](#), or at the City’s website: www.NewbergOregon.gov

¹ <https://nbc16.com/news/local/c-swee-po-to-clean-the-streets-of-oregon-city-name-of-new-street-sweeper-unveiled>