



101.7 The Truth | Good Karma Brands  
301 W Wisconsin Avenue, Suite 200  
Milwaukee, WI 53203  
🌐 [goodkarmabrands.com](https://goodkarmabrands.com)

**Milwaukee, WI (March 13, 2025)** – 101.7 The Truth is proud to announce the 4th Annual Tory Lowe Community Clean Up presented by One MKE, which will take place on Saturday, April 12, from 8:00 a.m. to Noon. This event invites local organizations and volunteers to come together to improve the cleanliness and safety of Milwaukee’s neighborhoods by picking up litter at three designated locations across the city.

The Tory Lowe Community Clean Up will be held at three different locations throughout Milwaukee. Volunteers are encouraged to participate at any or all the following locations:

- **Location 1:** (8a-9a) – Milwaukee Scholars School
  - 7000 W Florist Ave Milwaukee, WI 53218
- **Location 2:** (9:30a-10:30a) – St. Matthew CME Church
  - 2944 N 9th St, Milwaukee, WI 53206
- **Location 3:** (11a-12p) – St. Marcus School (Burleigh Campus)
  - 3129 N 1st St, Milwaukee, WI 53212

“Community clean ups bring us together, empowering us to make a real difference in our neighborhoods,” said Tory Lowe, a community advocate, civil rights activist, and host of the Tory Lowe Show on 101.7 The Truth. “The beauty is if everyone does a little, nobody has to do a lot!”

“The best part of the Community Clean Up is the fact that we are able to bring people from different backgrounds and walks of life together for a common cause of cleaning and beautifying the city we love,” said 101.7 The Truth’s Director of Community Relations, Kyle Wallace. “I am excited to welcome even more people to come out and clean up our community this year!”

At the 3<sup>rd</sup> Annual Tory Lowe Community Clean Up in 2024, more than 200 dedicated volunteers of all ages and backgrounds gathered to remove over 6,000 gallons of trash from three local neighborhoods. In 2025, 101.7 The Truth is aiming even higher - to make the Community Clean Up bigger and better than ever and continue the movement toward a cleaner, safer Milwaukee

### **Sign Up Information:**

Anyone in the Milwaukee community is welcome to attend the Tory Lowe Community Clean Up, which welcomes families and groups. Volunteers will be provided with cleaning supplies and a lunch courtesy of our Community Clean Up partner Cousins Subs, while supplies last. Please register for the event here:

<https://goodkarmabrands.com/event/tory-low-community-clean-up/>.



101.7 The Truth | Good Karma Brands  
301 W Wisconsin Avenue, Suite 200  
Milwaukee, WI 53203  
🌐 [goodkarmabrands.com](http://goodkarmabrands.com)

### **About 101.7 The Truth & Good Karma Brands**

101.7 The Truth is an award-winning radio platform that embraces Milwaukee's Black community and shares stories, ideas, and experiences from the local community to the airwaves. 101.7 The Truth is owned and operated by Good Karma Brands, which is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through audio, digital, events, and TV. GKB's other news-talk audio assets include 620 WTMJ in Milwaukee and 95.3 WBEV in Beaver Dam.

Good Karma Brands is a proud partner of ESPN and represents the ESPN Radio Network and Podcasts, the full portfolio of ESPN Digital Products, ESPN Events and local ESPN affiliated radio stations in seven other markets aside from Madison, including Beaver Dam, Chicago, Cleveland, Milwaukee, New York, Los Angeles, and West Palm Beach. For a full list of assets and more information, please visit [www.goodkarmabrands.com](http://www.goodkarmabrands.com).

### **Media Inquiries**

Director of Community Relations | Kyle Wallace | [kwallace@goodkarmabrands.com](mailto:kwallace@goodkarmabrands.com)

Good Karma Brands | Taylor Smith | [tsmith@goodkarmabrands.com](mailto:tsmith@goodkarmabrands.com)