



FOR IMMEDIATE RELEASE
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The Public Names Our Mascot “Swish”

LANSING----At last! The City of Lansing’s popular Combined Sewer Overflow (CSO) program fish mascot has a name and it’s “Swish,” Chad Gamble, P.E. the City of Lansing’s public service director, announced today. “The public has spoken and they voted overwhelmingly to name our cute little guy Swish,” Gamble said. Hundreds of votes were cast and the other choices were Sunny, Cappy, Cosmo and Lance.



Swish can be seen in many places around the downtown area as he helps to promote the CSO work, which is making Lansing a cleaner and greener city. “He’s our fish-about-town and he’s very effective in helping the City communicate what is happening during the construction season, which will last until November. Everyone loves Swish and we appreciate the positive feedback we’ve received about him,” Gamble said.

And what does Swish have to say about all this? “I want to thank everyone who voted to name me Swish,” he said. “It’s a great name because it’s easy to remember, it’s easy to spell and it describes my swimming motion when I’m in the water. I hope everyone will look for me during this Saturday’s ‘Be a Tourist in Your Own Town’ (BATYOT) event because I’ll definitely be around,” Swish promised. The event takes place from 10 a.m. to 5 p.m. and persons who purchase a \$1 “passport” can explore 35 area attractions throughout downtown Lansing and the campus of Michigan State University.

The main CSO program street closures are Grand Avenue from St. Joseph Street to Shiawassee Street, and Larch Street from Shiawassee to Grand River Avenue. For more information about Lansing’s CSO program, visit www.LansingCSO.com.

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