

2015

Beautiful.

A KEEP PENNSYLVANIA BEAUTIFUL PUBLICATION.



KEEP
PENNSYLVANIA
Beautiful

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Cover Photo by: Kristi Funkhouser at Chapman State Park.

Page 5 Photo: Gloria Benfer at Lyman Run State Park

Photos submitted to the 2014 State Parks & Forests

Through the Seasons photo contest.

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Foundation (www.paparksandforests.org).

DEAR FRIENDS,

Twenty-five years of building clean and beautiful communities. Sue Wiseman started something beautiful back in 1990 and I am honored and humbled to still be working with the staff, board, affiliates, partners, funders and the hundreds of thousands of volunteers that make this organization great!

Over the past 25 years, KPB has adapted to an ever changing world. We have invested in partnerships. We seized an opportunity to align with Keep America Beautiful, a national organization that shares our vision. We are now part of a national network of like-minded organizations, have a stronger brand identity and most importantly, have greater access to tools and resources for the volunteers and communities we serve (**Scan this page to learn more**). What we have not done is lost sight of the mission- and that the core of what we do is empowering community stewards working to improve the places they care about.

We garner resources, we train, we educate, we provide whatever and whenever we can- but this would mean little without the volunteers and community partners that are willing to roll up their sleeves and do the good work in their communities! Whether through the Great American Cleanup of PA, the Adoption Program, Fresh Paint Days, or a community greening project- our affiliates, program partners and volunteers are the boots on the ground and they keep this organization moving. As we celebrate our 25 Year Anniversary throughout 2015- we celebrate everyone that has ever pitched in to make their community a better place. Thank you!



INTERACTIVE PRINT



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As you thumb through the following pages, you will see that our newsletter has come to life! It's easy and it's free!! Go to www.layar.com to download the FREE iOS, Android or Blackberry LAYAR App. Wherever you find the 'scan this page symbol' throughout our newsletter, scan the page to learn more about a project or program. We are excited about this new tool to tell our story and hope you enjoy! You may also view all of our videos at YouTube.com/keepapabeautiful.org.



Shannon Reiter, President

Left: Shannon and Christian Reiter

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AWARDS AND GRANT HIGHLIGHTS

Congratulations to our Affiliate network, Pennsylvania state and local governments and corporate partners and volunteers! In January 2015, Keep America Beautiful recognized Keep Pennsylvania Beautiful and its partners for the following initiatives and accomplishments;

State Affiliate Recognition Award – Diamond Level – Keep Pennsylvania Beautiful for management and administration. The Diamond Level is the highest level of recognition.

U.S. State Department of Transportation Partnership and Great American Cleanup Award – The Pennsylvania Department of Transportation for support for the Great American Cleanup.

Best Statewide Promotion of the Great American Cleanup – Keep Pennsylvania Beautiful, in partnership with the PA Department of Environmental Protection and PA Department of Transportation, for the development and circulation of a statewide public service announcement. [Scan this page to view the PSA.](#)

2014 Keep America Beautiful President's Circle Award – Presented to KEEP PENNSYLVANIA BEAUTIFUL, KEEP PHILADELPHIA BEAUTIFUL and KEEP YORK BEAUTIFUL for their management and program excellence.

Cigarette Litter Prevention Program Award – Keep Lancaster County Beautiful received honorable mention for implementing the program.

KEEP PENNSYLVANIA BEAUTIFUL AFFILIATE GRANT AWARDS
PA CleanWays of Fayette County received a \$500 grant from the Connellsville Wal-Mart to help fund the organization's cleanup efforts.

Keep Royal Gardens Beautiful received a \$1600 grant from the Comcast Foundation and \$1000 from United Way for the ongoing cleanup and beautification efforts in Morris Park, part of the Fairmount Park system in Philadelphia.



Shannon Reiter, President of Keep Pennsylvania Beautiful accepts the President's Circle Award from Becky Lyons, Keep America Beautiful's Chief Operating Officer.



Michelle Dunn, Program Coordinator for Keep Pennsylvania Beautiful, Susan Rickens, Special Assistant for Marketing & Strategic Planning for PA Department of Environmental Protection, Shannon Reiter, President of Keep Pennsylvania Beautiful and Carl Wesneski, Statewide Manager for the Adopt-A-Highway Program and Sponsor-A-Highway Program, PA Department of Transportation.



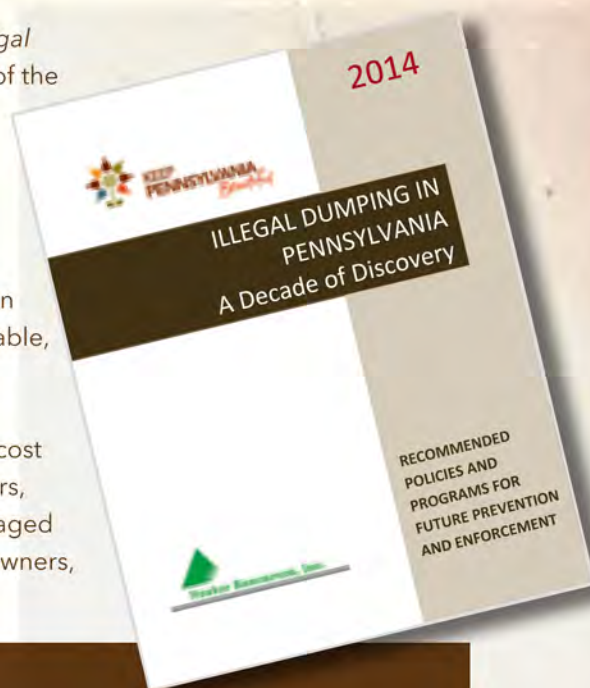
Michelle Dunn, Keep Pennsylvania Beautiful honors Dale Frazier with the 2014 KPB President's Award.

President's Award for Distinction and Volunteerism is awarded to **Dale Frazier** - This award honors volunteers who have demonstrated a sustained commitment and exceptional contributions on behalf of Keep Pennsylvania Beautiful to make our communities clean and beautiful. Dale, Founder of Greenbelt Overhaul Alliance of Levittown (G.O.A.L.), has been instrumental in coordinating all aspects of illegal dump cleanups, litter cleanups, plantings, invasive species removal and educational initiatives in and around the lower Bucks County region.



RECOMMENDATIONS TO REDUCE ILLEGAL DUMPING IN PENNSYLVANIA

In an effort to build a strong case for further action by state, county, and local government, and other stake holders to reduce illegal dumping in Pennsylvania, Keep Pennsylvania Beautiful performed a series of research initiatives that concluded in 2014. The resulting report, "*Illegal Dumping in Pennsylvania: A Decade of Discovery*," is the final stage of the ongoing efforts of Keep Pennsylvania Beautiful to identify where and how illegal dumping occurs in Pennsylvania and provides practical, cost-effective solutions and accountability measures to address a statewide issue. The report, prepared in cooperation with Nestor Resources, Inc., and funded in part by the Pennsylvania Department of Environmental Protection and the Richard King Mellon Foundation, proposes to develop an infrastructure to provide affordable, convenient waste disposal and recycling options for all residents of the Commonwealth and a network of law enforcement officers and judicial officials who are knowledgeable about current laws and the cost to our community. Keep Pennsylvania Beautiful, along with its partners, supporters, and stakeholders, hope to change the way waste is managed in Pennsylvania, thereby economically benefiting citizens, business owners, and local government.



FUTURE BENEFITS

- Honest citizens and business owners whose monthly collection rate have been made artificially high to subsidize those who ignore the law could finally realize a price break.
- Without the added cost of illegal dumping, local governments could put public works budgets to better uses such as improving local infrastructure.
- Resources could be dedicated to enhancing parks and recreational services instead of removing illegally dumped tires, furniture, appliances and construction debris.
- By eliminating the contamination from illegally dumped trash, local recycling drop-off collection programs could be more sustainable.

STATEWIDE ILLEGAL DUMPING COST RESEARCH

Cleaning up illegal dumps cost \$619 per ton for an average of \$2,947 per site according to a statewide illegal dumping cost study performed by Keep Pennsylvania Beautiful and Mid Atlantic Solid Waste Consultants, LLC.

Copies of ***Illegal Dumping in Pennsylvania: A Decade of Discovery*** and the ***Statewide Illegal Dumping Cost Research*** reports are available by going to Keep Pennsylvania Beautiful's website. **Click the link on the homepage scrolling header or go to the publications page at www.keeppabeautiful.org/AboutUsAffiliates/Publications.aspx.**

Keep Pennsylvania Beautiful would like to acknowledge and thank the Richard King Mellon Foundation, the Pennsylvania Department of Environmental Protection and the Keep Pennsylvania Beautiful Business Council for providing financial support for this project.



KEEP PENNSYLVANIA BEAUTIFUL'S COMMUNITY RESOURCE CENTER FOR ILLEGAL DUMPING

Visit the new Keep Pennsylvania Beautiful Microsite at www.IllegalDumpFreePA.org to find tools and resources you need to prevent, stop and fight against illegal dumping in your community, including the Camera Loan Program and a toolkit containing sample letters to legislators and magistrates and media releases aimed at helping municipalities address illegal dumping at the local level. The site will also house a list of successful illegal dumping convictions.



Photo documentation that aided in the conviction of an Allegheny County resident.

CAMERA LOAN PROGRAM GRANT

Keep Pennsylvania Beautiful is offering a Surveillance Support Program grant to Pennsylvania municipalities aimed at reducing illegal dumping activity. The grant includes the loan of a set of three high quality, motion activated, covert security cameras that provide instant wireless transmission of site activity, photo documentation of license plates at speeds of up to 50 MPH, and clear photos of activity day or night, which are key to prosecutions.

Keep Pennsylvania Beautiful will provide surveillance camera training and installation assistance. The recipients will maintain and collect evidence of illegal dumping and follow through with prosecutions, partnering with District Justices and local and state enforcement agencies as applicable.

Recipients will work with local media and Keep Pennsylvania Beautiful to educate the public by publicizing successful prosecutions and proper disposal and recycling options.

For grant information visit www.IllegalDumpFreePA.org or contact Heidi Pedicone toll-free at 877-772-3673 or hpedicone@keeppabeautiful.org.

Scan this page to learn more about the Keep Pennsylvania Beautiful Camera Loan Program. See inside back cover for instructions on downloading FREE Layar app.



Dan Sitler and Pat Cull, Game Commission Officers, install a high tech camera at a chronically dumped site.





GREAT AMERICAN CLEANUP OF PENNSYLVANIA 2014 VIDEO CONTEST WINNER

The 2014 Great American Cleanup of Pennsylvania Video Contest winning entry was submitted by Clean and Green Harrisburg with Tri County Community Action in Dauphin County who received a \$200 cash prize. The cleanup resulted in the proper disposal of 9,000 pounds of electronics, over 160,000 pounds of trash, over 250 tires by more than 250 volunteers! **Scan this page to see their video.**

Submit your 2015 Great American Cleanup of PA Video by May 22, 2015. For more information go to gacofpa.com.

The Keep Pennsylvania Beautiful Great American Cleanup of PA Video Contest is sponsored by Keep Pennsylvania Beautiful, Pennsylvania Waste Industries Association, and the Department of Environmental Protection. Cash Prizes are sponsored by the Pennsylvania Waste Industries Association.

INTERNATIONAL COASTAL CLEANUP OF PENNSYLVANIA SEPTEMBER THROUGH OCTOBER

Keep Pennsylvania Beautiful is the statewide coordinator for the International Coastal Cleanup of Pennsylvania which runs from September through October. In 2014, Keep Pennsylvania Beautiful worked with 12,809 individuals and organization from 50 Pennsylvania counties to remove over 646,210 pounds of trash and debris from Pennsylvania waterways and coastal regions. **For more information about the ICC visit www.oceanconservancy.org. To get involved contact Michelle Dunn at 877-772-3673 x 113 or mdunn@keeppabeautiful.org.**

In Erie County, over 1,630 volunteers joined in 25 separate beach cleanup events. "This year alone, over 5,000 pounds of trash was removed from tributaries, shoreline and school grounds in Erie County. No thank you is big enough for that kind of support and volunteerism." Jacob Moore, Environmental Planner II, Department of Environmental Protection Coastal Resource Management Program. **Visit www.goerie.com/section/coastalcleanup for more information.**

In 2014, 660 French Creek Community volunteers pulled 35,245 pounds of trash from the watershed. Teams competed for the most collected, most unusual item and most participants. **For more information about this annual event visit www.frenchcreekconservancy.org/french-creek-cleanup.aspx.**

2014 French Creek Watershed community volunteers.



KEEP AMERICA BEAUTIFUL GREAT AMERICAN CLEANUP

#KeepAmericaBeautiful
#GAC2015

NATIONAL SPONSORS



JOIN PENNSYLVANIANS ACROSS THE STATE - AND AMERICANS ACROSS THE NATION - FOR THE GREAT AMERICAN CLEANUP.

MARCH 1 - MAY 31

The 2015 Great American Cleanup of PA will begin on March 1st and end on May 31st. During this period, events registered through www.gacofpa.org will receive free bags, gloves, and vests from PennDOT District offices, as supplies last. Events can include litter cleanups, illegal dump cleanups, beautification projects, special collections, and educational events. As part of this event, the Pennsylvania Department of Environmental Protection and the Pennsylvania Waste Industries Association will sponsor Let's Pick It Up PA - Everyday from April 11th- May 4th. During the Pick It Up PA Days, registered events will be able to take the trash collected during their cleanup to participating landfills for free or reduced disposal.

In 2014, there were 5,349 events with 136,507 volunteers who collected 6,359,872 pounds of trash. As in years past, all 67 counties participated in this annual community improvement event. Let's make 2015 another year to be proud to be a Pennsylvanian!

To register your event or for more information contact Michelle Dunn, Great American Cleanup of PA Coordinator at 877-772-3673 x113 or mdunn@keeppabeautiful.org. Scan this page to learn more.

Great American Cleanup of PA Sponsors



2014 GREAT AMERICAN CLEANUP OF PENNSYLVANIA STATISTICS

County	Adams	Allegheny	Armstrong	Beaver	Bedford	Berks	Blair	Bradford	Bucks	Butler
People	483	10,422	764	573	264	834	1,622	296	5,787	689
Pounds	12,920	334,420	80,500	28,980	44,000	36,700	158,580	4,380	215,920	11,400
Miles	70	201	159	128	48	181	147	33	592	82
Greens*	-	26,154	-	-	-	67	-	-	-	40
Tires	1,388	1,746	168	1	196	15	588	22	305	4
Communities	38	170	48	64	19	51	82	18	248	67
Events	36	144	47	65	24	50	83	18	222	67

County	Delaware	Elk	Erie	Fayette	Forest	Franklin	Fulton	Greene	Huntingdon	Indiana
People	1,242	605	8,839	800	326	364	94	519	736	953
Pounds	48,800	43,600	41,220	52,500	10,300	9,220	2,080	62,440	28,880	45,540
Miles	135	185	214	110	128	80	29	110	76	160
Greens*	65	-	-	-	-	-	-	-	-	-
Tires	-	-	48	652	-	-	-	-	151	29
Communities	53	37	119	59	44	29	8	45	42	97
Events	45	36	164	57	44	29	8	42	40	88

*trees, flowers, and bulbs planted



Black Ditch Creek, Bucks County

"When the idea of cleaning up the creek first came to me in 2012, I wasn't sure how to proceed until a quick internet search led me to Keep Pennsylvania Beautiful and the Great American Cleanup of PA. Since then, the Friends of Starrucca Creek have removed over 60,000 pounds of trash, including 2,000 tires, largely made possible with the help and support of the Great American Cleanup of PA. Thank you!"

Dana Rockwell,
Friends of Starrucca Creek



Juniata Gap Student Council, Blair County

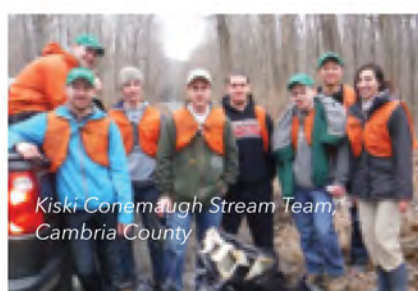


Hanover Area Student Council, Luzerne County

Cambria	Cameron	Carbon	Centre	Chester	Clarion	Clearfield	Clinton	Columbia	Crawford	Cumberland	Dauphin
2,764	56	913	1,097	5,101	421	745	347	329	603	2,260	1,861
61,640	20,900	74,000	155,340	167,780	9,880	10,060	11,080	14,140	13,360	21,580	190,640
203	20	155	143	395	39	160	58	241	88	150	87
246	-	-	200	-	-	161	-	-	-	110	145
575	192	2	437	104	3	1	18	5	5	17	344
100	11	87	1,659	133	28	37	19	37	48	88	82
91	11	87	64	144	23	35	19	35	48	90	74

Jefferson	Juniata	Lackawanna	Lancaster	Lawrence	Lebanon	Lehigh	Luzerne	Lycoming	McKean	Mercer	Mifflin	Monroe
1,211	104	3,062	4,603	611	1,144	4,341	5,993	802	589	965	13	1,319
59,660	2,400	114,700	82,660	18,000	16,280	84,160	471,800	45,460	26,300	22,740	2,260	91,120
153	24	326	545	107	105	103	221	293	216	48	11	458
175	-	-	328	-	-	323	211	-	-	300	-	-
5	-	37	52	4	10	53	400	546	16	10	-	43
69	12	93	319	67	50	59	244	116	40	34	6	163
69	12	91	308	68	51	59	221	116	43	36	6	161

*trees, flowers, and bulbs planted



2014 GREAT AMERICAN CLEANUP OF PENNSYLVANIA STATISTICS

County	Montgomery	Montour	Northampton	Northumberland	Perry	Philadelphia	Pike	Potter	Schuylkill	Snyder	Somerset
People	6,541	39	996	567	242	36,422	708	201	3,126	214	244
Pounds	122,122	4,600	25,020	43,610	7,080	2,218,660	36,780	10,180	82,500	16,520	5,400
Miles	223	42	74	73	15	174	227	84	360	64	29
Greens*	460	-	30	-	-	2,300	-	-	-	-	-
Tires	167	-	113	219	4	6,674	28	-	13	49	1
Communities	168	5	52	40	22	729	113	40	143	21	18
Events	204	5	48	32	22	705	116	40	132	20	18

*trees, flowers, and bulbs planted

American Legion Road, Westmoreland County



Greater Chambersburg Chamber of Commerce, Franklin County



Franklin Cove, Bucks County

"The Great American Cleanup has been a tremendous partnership and asset to the Eastern PA Coalition for Abandoned Mine Reclamation for 17 years! With the partnership of Keep Pennsylvania Beautiful and the Great American Cleanup of PA, we and our volunteers have had the resources to go into the communities that we serve to effectively clean up and restore our rivers, streams, and abandoned mine lands."

Robert Hughes,
Eastern PA Coalition for Abandoned Mine Reclamation



Friends of Starrucca Creek, Susquehanna County



Reading Beautification, Berks County



Newport Township Community Pride, Luzerne County

Sullivan	Susquehanna	Tioga	Union	Venango	Warren	Washington	Wayne	Westmoreland	Wyoming	York	TOTAL
240	840	649	590	756	417	2,253	659	1,278	638	811	135,897
8,000	47,940	280,400	34,180	23,220	29,460	158,820	36,100	47,360	21,160	25,480	6,344,912
135	216	680	93	142	187	171	97	357	141	111	10,908
-	-	-	75	-	-	16	-	-	-	-	91
-	220	128	77	-	221	76	18	142	6	869	1,820
39	133	53	41	67	29	91	69	101	51	101	7,065
39	133	44	39	62	29	85	59	82	50	74	5,309

*trees, flowers, and bulbs planted



Boy Scout Troop 10, Bucks County



Great Abington Cleanup, Montgomery County



Clark Solid Academy, Keep NEPA Beautiful and PA Environmental Council NE, Luzerne County



Green Valley Watershed Association, Chester County



Upper Bucks YMCA, Bucks County

"We are so grateful for The Great American Cleanup of PA. As thousands of residents in Allegheny County get motivated to "redd up" their communities each Spring, the Great American Cleanup of PA provides the means to do it. Residents can find a cleanup event near them or organize one of their own and recruit volunteers via the GACofPA website. All gloves, bags, and safety vests they'll need are supplied by PennDot and many communities are able to take advantage of the free trash disposal during Pick It Up PA Days. It can't get any easier than that!"

Myrna Newman,
Executive Director, Allegheny CleanWays

KEEP PENNSYLVANIA BEAUTIFUL FEATURED AT THE JOINT LEGISLATIVE AIR AND WATER POLLUTION CONTROL AND CONSERVATION COMMITTEE

Keep Pennsylvania Beautiful was a guest presenter for the Environmental Issues Forum of the Joint Legislative Air and Water Pollution Control and Conservation Committee on Monday, October 6th at the Pennsylvania State Capitol Building in Harrisburg. Shannon Reiter, President of Keep Pennsylvania Beautiful, was grateful for the opportunity to present the findings of the report "Illegal Dumping in Pennsylvania: A Decade of Discovery" including recommendations for practical, cost-effective solutions and accountability measures to address the statewide issue of how our waste is managed.

AMERICA RECYCLES DAY

Keep America Beautiful's "I Want to Be Recycled" campaign targets the nearly two-thirds (62%) of Americans who are not avid recyclers. The new public service advertising campaign is the first in over 40 years from Keep America Beautiful and The Ad Council, which teamed up to create the iconic "Crying Indian" anti-littering ads. The campaign aims to generate awareness and understanding of how, where and what to recycle, mobilize individual ownership and emotional connection to recycling, and alter the way Americans recycle, transforming it into a daily social norm. It targets Adults 18+ and sporadic recyclers with access to curbside programs. To date the campaign has garnered nearly \$57 million in donated media and has been featured in the New York Times, TIME, Fortune Magazine, Money Magazine and Family Circle to name a few! **Scan this page to see the PSA's or go to the campaign website, www.iwanttoberecycled.org.**



Follow America Recycles Day and get in-the-moment updates at **#AmericaRecyclesDay**



"I Want to Be Recycled" ad campaign in Time Magazine.

LITTER FREE SCHOOL ZONE

Keep Pennsylvania Beautiful believes that our younger generation is instrumental in building clean and beautiful communities and providing opportunities for environmental and community stewardship is a big step in that direction. To that end, Keep Pennsylvania Beautiful invites schools in Pennsylvania to participate in the Litter Free School Zone Program, a comprehensive program for grades K - 12, that can complement lessons designed around recycling, litter awareness, and community stewardship.

The program is sponsored by the PA Department of Environment Protection. *To learn more visit <http://www.keeppabeautiful.org/KeepIt/LitterFreeSchoolZone.aspx> or contact Stephanie Larson at 877-772-3673 x 104 or slarson@keeppabeautiful.org.*



"Students, clubs, classes, and even entire school districts can participate in the Litter Free School Zone program. Keeping their school litter-free is an easy and fun way for students to work together, learning valuable community leadership and responsibility skills while gaining a respect for the environment and the world around them," states Shannon Reiter, President of Keep Pennsylvania Beautiful.

PENNDOT ADOPT-A-HIGHWAY VOLUNTEERS

Keep Pennsylvania Beautiful would like to thank our Adopt-A-Highway partners and volunteers. There are close to 115,000 Adopt-A-Highway and Sponsor-A-Highway adoption volunteers, many of whom participate in the Great American Cleanup of PA, hitting the pavement all year long to make our state roads and highways safer and more beautiful for all of us who travel them. Your efforts to keep Pennsylvania clean and beautiful set an example for fellow Pennsylvanians and visitors alike and we thank you!

KEEP PENNSYLVANIA BEAUTIFUL TOURS PENN WASTE FACILITY

PA Waste Industries Association and staff of Keep Pennsylvania Beautiful and the General Assembly pose for a group shot in front of a large bale of recycled household plastics. According to the PA Department of Environmental Protection, today more than 11.6 million residents or 94% of the state's population have access to recycling services.



Penn Waste Tour

KEEP PENNSYLVANIA BEAUTIFUL AFFILIATES

Allegheny CleanWays*
 Keep Allentown Beautiful*
 Keep Bedford County Beautiful
 Keep Blair County Beautiful*
 Keep Bradford County Beautiful
 Keep Bucks County Beautiful
 Keep Cambria County Beautiful
 Clinton County CleanScapes
 PA CleanWays of Cumberland County

PA CleanWays of Elk County
 PA CleanWays of Fayette County
 Keep Harrisburg /Dauphin County Beautiful*
 Keep Huntingdon County Beautiful
 Keep Juniata County Beautiful
 Keep Lancaster County Beautiful*
 PA CleanWays of McKean County
 PA CleanWays of Mifflin County
 Keep Northeastern PA Beautiful*
 Keep Perry County Beautiful
 Keep Philadelphia Beautiful*

Reading Beautification, Inc.*
 Keep Royal Gardens Beautiful
 Keep Somerset County Beautiful
 Tri-County CleanWays
 (Butler, Lawrence & Mercer)
 PA CleanWays of Venango County
 Keep Washington County Beautiful
 Westmoreland Cleanways*
 Keep York Beautiful*

*Those with an asterisk are certified Keep America Beautiful Affiliates.

AFFILIATE NOTES

Congratulations to the Keep Pennsylvania Beautiful affiliates of **Keep Northeastern PA Beautiful**, and **Keep Blair County Beautiful** for completing their certification with Keep America Beautiful's expanding nationwide community-based network of affiliates.

Keep Pennsylvania Beautiful awarded Myrna Newman, Director of **Allegheny CleanWays** and Katrina Pope from **Keep Blair County Beautiful** with a scholarship to the Keep America Beautiful National Conference held in Washington, DC on January 27-29, 2015. The National Conference engaged community leaders across the United States, the Caribbean and Canada through three days of training, which allowed for the sharing of best practices, networking and leadership teaching opportunities.

Congratulations to **Allegheny CleanWays** for 15 years of community stewardship.

Westmoreland Cleanways celebrated its one year anniversary of the opening of their Convenience Center on February 3. "We're amazed at the success of the recycling center. We've served more than 3,600 residents and recycled over half a million pounds of electronics, not to mention the tons of tires, appliances and paper collected," stated Ellen Keefe, Executive Director of Westmoreland Cleanways.

The Department of Environmental Protection (DEP) announced a settlement with Tennessee Gas Pipeline Company, LLC (TGP) for multiple violations of the Clean Streams Law during the construction of a natural gas pipeline in 2011 and 2012 through four counties in northeast and north-central Pennsylvania. According to the agreement, TGP will pay a penalty of \$210,000 and will fund a \$540,000 clean-up program of illegal dumpsites in Pike, Potter, Susquehanna and Wayne Counties. The fund will be administered by the **Pennsylvania Environmental Council-Keep Northeastern PA Beautiful** over a four year period.

KEEP PENNSYLVANIA BEAUTIFUL AFFILIATES RECOGNIZE VOLUNTEERS OF THE YEAR

Keep Bucks County Beautiful, Dale Frazier
 Keep Huntingdon County Beautiful, Andy Patterson
 PA CleanWays of Mifflin County, Bryson Wagner
 Keep Perry County Beautiful, Lauren Chubb

Dale Frazier (Right)

Andy Patterson (Right)

Bryson Wagner

Lauren Chubb



LITTER LETTER PROJECT KEEP YORK BEAUTIFUL

Keep York Beautiful participated in a progressive art project designed to engage people in being thoughtful about the trash and litter in our environment. The Cultural Alliance of York County, York College of Pennsylvania, Working Class York, the City of York and Keep York Beautiful brought the Litter Letter Project, created by graphic designer and educator Rachael Hatley as a tool for social change, to York. The Litter Letter Project is a 3D messaging system of six-foot tall letters constructed from chicken wire and rebar, filled with litter collected from roads and highways, and displayed in public places to provoke response, thought and action.

The trash to fill the letters spelling 'CHANGE' came from several cleanups held in the City of York. Volunteers helped to fill the letters with trash on-site.



Volunteers fill the giant letters with trash.



The art was displayed at the intersection of South George and Rathton Road in York.

TIRE WAR CELEBRATES 9TH YEAR

Keep Pennsylvania Beautiful would like to congratulate their local affiliates of Keep Huntingdon County Beautiful, Keep Juniata County Beautiful, PA CleanWays of Mifflin County, and Keep Perry County Beautiful on another successful Tire War! The 2014 winner was Keep Perry County Beautiful with 1,613 tires collected, usurping the coveted 'Gold Rim' award from Keep Huntingdon County Beautiful. PA CleanWays of Mifflin County came in second place, collecting 1,163 tires, Keep Huntingdon County Beautiful collected 1,087 tires, and Keep Juniata County Beautiful earned the 'Flat Tire' award with 941 tires collected.

The Tire War started as a friendly competition between PA CleanWays of Mifflin County and Keep Huntingdon County Beautiful in 2006. In 2010, Keep Perry County Beautiful joined the race and Keep Juniata County Beautiful joined in 2012. Since then, it has been a signature event that all four affiliates and their respective communities look forward to. "Not only do I commend our affiliates for providing this valuable low cost and convenient service to their communities, but for partnering and working together to create excitement around this annual recycling event and camaraderie within our network. I encourage others to follow suit," states Shannon Reiter, President of Keep Pennsylvania Beautiful. The partnership brought in 3,232 tires this year alone. Since its inception, the Tire War has collected and recycled 26,362 tires!

The collections are sponsored in part by the PA Department of Environmental Protection's HHW/Small Business Hazardous Waste Collection Program.

ANNUAL FINANCIALS FY 2013-2014

STATEMENT OF ACTIVITIES

September 30, 2014

TOTAL REVENUE AND SUPPORT	\$ 870,891
FUNCTIONAL EXPENSES	
Programs and Services	\$ 827,456
Management and General	\$ 107,044
Fundraising	\$ 20,096
TOTAL FUNCTIONAL EXPENSES	\$ 954,596
EXCESS OF REVENUE AND SUPPORT OVER FUNCTIONAL EXPENSES	\$ (83,705)

STATEMENT OF FINANCIAL CONDITION

September 30, 2014

ASSETS

CURRENT ASSETS

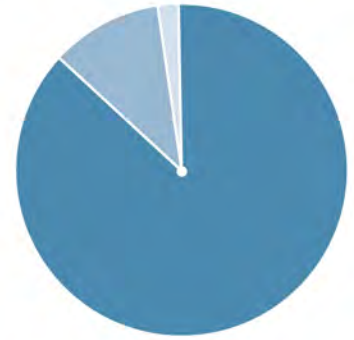
Cash	\$ 109,596
Account receivable	\$ 28,014
Unbilled Receivables	\$ 131,946
Prepaid expenses	\$ 15,238
TOTAL CURRENT ASSETS	\$ 284,794

NONCURRENT ASSETS

Capital Assets	\$ 3,650
Investments	\$ 81,215
TOTAL NONCURRENT ASSETS	\$ 84,865
TOTAL ASSETS	\$ 369,659

LIABILITIES AND NET ASSETS

TOTAL CURRENT LIABILITIES	\$ 41,747
NET ASSETS	
Unrestricted	\$ 304,154
Temporarily restricted	\$ 23,758
TOTAL NET ASSETS	\$ 327,912
TOTAL LIABILITIES AND NET ASSETS	\$ 369,659



ALLOCATION OF EXPENSES 2012 - 2013

- Program Services 87%
- Management & General 11%
- Fundraising 2%



BUSINESS COUNCIL MEMBERS

BENEFACTORS: \$5,000 - \$9,999

Pennsylvania Food Merchants Association
 Pennsylvania Waste Industries Association
 Sheetz
 ShopRite
 The Fresh Grocer
 Wawa, Inc.
 Weis Markets

PATRONS: \$1,000 - \$4,999

Giant Eagle Inc.
 Giant Food Stores, LLC
 Lancaster County Solid Waste Management Authority
 Republic Services
 Steel Recycling Institute
 Wegmans Food Market - PA Division Office

ASSOCIATES: \$100 - \$999

B. Bishop NPO Services, LLC
 Borough of Leetsdale
 Brovel Brand Attaching Debris and Dust Pans
 Clinton County Solid Waste Authority - Wayne Township Landfill
 Indiana Moose Lodge 174
 Keystone Technology Management, LLC
 Moonstone Environmental, LLC
 Nestor Resources, Inc.
 New Morning Farm
 Professional Recyclers of Pennsylvania
 SWANA - Keystone Chapter

NONPROFIT PARTNER: \$100

Cleaner & Greener, Endless Mountains PA
 York County Solid Waste Authority

FUNDERS

COMMONWEALTH OF PENNSYLVANIA OFFICE OF ATTORNEY GENERAL

DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT, WASHINGTON COUNTY COMMISSIONERS

- Local Share Account Fund

DEPARTMENT OF ENVIRONMENTAL PROTECTION

- Bureau of Waste Management
 - Coastal Resources Management
 - Pennsylvania Household Hazardous Waste Program

ENVIRONMENTAL FUND OF PENNSYLVANIA - EARTH SHARE

FOUNDATION FOR PENNSYLVANIA WATERSHEDS

THE HOME DEPOT FOUNDATION

KEEP AMERICA BEAUTIFUL

- Cigarette Litter Prevention Program

REI

ROBERT WATERS CHARITABLE TRUST OF THE COMMUNITY

FOUNDATION FOR THE ALLEGHENIES

THE RICHARD KING MELLON FOUNDATION

THE RICHARD KING MELLON FOUNDATION/CFWC IMPACT FUND OF THE COMMUNITY FOUNDATION OF WESTMORELAND COUNTY

INDIVIDUAL MEMBERS

Lifetime Member

Jones, Beverly

Sustaining

(\$1,000 - \$4,999)

Anderson, Scott

Supporter (\$500 - \$999)

Bonner, Jim
 Giglio, Joseph and JoAnn

Sponsor (\$100 - \$499)

Bartoli, Mario
 Brunner, David & Sylvia
 Cogo's
 Cook Riverside Cabins
 Denworth, Joanne
 Henry, Charles & Eve
 Hess, David & Mary
 Hursh, Carl
 McCorkle, David & Kathryn
 McKenna, Mathew
 National Recovery Agency, Inc.
 PA Farm Bureau
 Orr, Nancy
 Painter, James & Shirley
 Porter, Margaret
 Reiter, Shannon & Bryan
 Stockley, Mark
 The Borough of Ridgway,
 Elk County
 Von Lunen, Mark & Jana
 Wayne Township Supervisors,
 Mifflin County
 Zona, Jerry & Denise

Friend (\$15 - \$99)

Allison Christian Church
 Baker, James & Barbara
 Bates, Richard
 Bell, Marjorie
 Bendel, Jim & Kathy
 Blakeley, Gail
 Bob's Creek Stream Guardians
 Borough of Dillsburg, York County
 Bowser, Mary
 Brofee, Neal
 Burns, Bracken
 Cambria County Conservation
 District
 City of Lancaster
 Clark, James & Shirley
 Cusick, Jack & Marilyn
 Dalby, Peter & Barbara

Dingman's Ferry Bed and Breakfast
 Ebeling, Richard & Nancy
 Elkin, Steve & Mary
 Falk, Gary & Alice
 Finney, George & Mollie
 Fleischer, Alice
 Fox, Vernon
 Friends of Silver Lake Nature Center
 Hoffman, Jerry
 Hollinger, Darwin & Diane
 Hostetter, James & Patricia
 Hughes, Warren & Mary
 Irwin, Kelly
 Jaymes, Carl
 Kisner, Connie & William
 Kleckner, Lester & Betty
 Korns, Thurman
 Lafayette Township, McKean County
 Lang, Robert & Alice
 Lower Penns Creek Watershed Association
 Millen, Allen & Gail
 Miller, Palmira
 Montgomery, John & Pam
 Moore, Katherine
 Oates, William G.
 Onofrey, Michael
 Patterson, Andy
 Podish, Robert & Diane
 Porter, Denny & Elaine
 Sechrist, Pam & Roy
 Shaver, Rich & Joan
 Smerkar, Rich & Barb
 Sprowls, James & Louise
 Stacey, Terry & Sondra
 Stoffel, William & Carol
 Stonycreek Township, Cambria County
 Strait, Bob
 Tanner, Jeffrey & Jennifer
 Taylor, Marilyn
 Thomas, David
 Troha, Robert & Mildred
 Union, Michael
 Ursic, William
 VanSickle, Sherman & Mary Ann
 Weaver, Stephen & Mary
 Webb-Turner, Dawn
 Weigle, William & Ethel
 Weiland, Christopher & Susanne
 Williams, Rick & Mindy
 West Ward Neighborhood Partnership -
 Community Action Committee of
 Lehigh Valley
 York Township, York County

MEMORIAL DONATIONS

Mr. and Mrs. Clark (Jim and Shirley) in memory of Ronald Falk

Ms. Rachael Hyde in memory of Edmund "Phred" Flanagan.

The William W. Nace Memorial Fund for Sensible Environmental
 Stewardship in memory of William Nace

INKIND AND DONATIONS

Advanced Disposal - Chestnut Valley, Greentree Landfill, Hopewell, and McClellandtown Alliance Landfill
 Baker, Don
 Baker, Joseph and Dolores
 Bier Excavating
 Bridgestone/Firestone
 Brownsville Bus Lines
 Burns, Bracken
 Buttonwood Campground
 Carl Williams
 Code Media Essentials Websites
 Comcast
 Commonwealth Environmental Systems
 Conemaugh Township, Cambria County
 Conestoga Landfill
 Conodoguinet Creek Watershed Association
 Costa's ACE Hardware
 Department of Environmental Protection - Bureau of Waste Management
 Department of Environmental Protection
 Dolte, Philip and Rebecca

East St. Clair Township, Bedford County
 Evergreen Landfill, Inc.
 Fairmount Park Conservancy
 Feeney's Wholesale Nursery
 German Township, Fayette County
 Giant
 Glad Products Company
 Greensburg Life / HIBU Magazine
 Harambee School of Science and Technology
 In Community Magazine
 Kane, Matthew and Valerie Burnett
 Keep America Beautiful, Inc.
 Keystone Sanitary Landfill, Inc.
 King Township Supervisors, Bedford County
 Lancaster County Solid Waste Mgmt Authority
 Lanchester Landfill
 Laurel Highlands Landfill, Inc.
 Liberty Township, McKean County
 Lincoln Township, Bedford County
 Little Caesars
 Lycoming County Resource Mgmt Services
 Manhattan Bagel

Mid Atlantic Solid Waste Consultants, LLC
 Network for Good - Wayne Miller
 Northern Tier Solid Waste Authority
 Northwest Sanitary Landfill
 Ocean Conservancy
 Oliver Township, Mifflin County
 Orr, Nancy
 Papa's Advisory Board
 Park's Garbage Service, Inc.
 Pavia Township, Bedford County
 PennDOT
 PennDOT - Mifflin County
 Pennsylvania State Association of Township Supervisors
 Philadelphia Streets Department
 Philadelphia Water Department
 Professional Recyclers of Pennsylvania
 Queen City Fruit and Produce
 Redstone Township, Fayette County
 Rothrock Outfitters
 Sandy Run Landfill, Inc.
 Sayre Borough, Bradford County
 Shade, Dalton
 Sheetz
 ShopRite
 Slates Salvage

Solid Waste Association of North America
 Target
 Thompson Auto
 Troy Bilt
 Upper Tyone Township Supervisors, Fayette County
 Urbina, Miguel and the Boy Scouts of America
 Urchek, Dave
 Villanova University
 Warrington Township, Bucks County
 Waste Management - Monroeville
 Waste Management - Moon Twp
 Waste Management - Pottstown
 Waste Management, Inc.
 Williams, Carl
 Wawa
 Wayne Township Landfill
 Weis Markets
 Westmoreland Waste Sanitary Landfill

HISTORICAL TIMELINE (1990 - 2015)

1990 - PA CleanWays (PACW)

was launched by a caring community steward named Sue Wiseman who actively cleaned up roads and trails where she and her family rode horses

1990 - The first PACW road adoption of Dunn Road in Westmoreland County is still active today.

1990 - First of several Take Pride in Pennsylvania Governor's Awards.

1991 - First PACW county survey completed in Westmoreland County.

1992 - PACW begins establishing county affiliates with PACW of Westmoreland County as its first.

1999 - The first of five books in the Open Your Eyes to Litter series is printed

1999 thru 2005 - PACW is awarded a grant of 7.5 million over 8 years from the Pennsylvania Department of Conservation and Natural Resources. Through the Forestlands Beautification Program, 300 illegal dump sites were identified and cleaned on Pennsylvania's state forest and park lands - 6,800,000 pounds of trash and 30,000 tires were removed by 2,500 volunteers.



2003 - Statewide Litter Task Force founded Keep Pennsylvania Beautiful. PACW was a founding member.

2003 - Ridge Road North, Cumberland County - 470,000 pounds of trash collected. This massive cleanup took 11 days to clean and is the largest in PACW/Keep Pennsylvania Beautiful history!

2003 - PACW launched statewide Illegal Dump Survey program in Erie County.

2004 - Keep Pennsylvania Beautiful office certified as the state affiliate of Keep America Beautiful.

2004 - Great American Cleanup of PA first held.



2007 - Gene Wolbert, volunteer for PACW of Fayette County, receives first Keep Pennsylvania Beautiful President's Award.



2008 - Sue Wiseman receives the Keep Pennsylvania Beautiful Legacy Award for lifetime achievement.





Since 1990 Statewide Statistics:

113,443,367 Pounds of Trash Properly Disposed

1,866,442 Invaluable Volunteers

776,873 Tires Properly Disposed

145,742 Miles of Road Cleaned

43,137 Participating Communities

Our vision is a clean and beautiful Pennsylvania. It is a vision we all share. A clean and beautiful Pennsylvania means quality of life for our residents, economic development and prosperity in our communities, a sense of pride, and a brighter future for our children.

2010 - PACW merged with Keep Pennsylvania Beautiful and began doing business as Keep Pennsylvania Beautiful, the state Affiliate of Keep America Beautiful.

2010 - Jerry Zona receives the Keep Pennsylvania Beautiful Legacy Award for Lifetime Achievement.



2011 - Keep Pennsylvania Beautiful launches Fresh Paint Days program.



2011 - Keep Pennsylvania Beautiful assumes the role of International Coastal Cleanup Coordinator for Pennsylvania.



2013 - Statewide Illegal Dump Survey 10 year initiative completed, identifying 6,487 illegal dumpsites containing an estimated 18,516.83 tons (over 37 million pounds) of trash.

2013 - Great American Cleanup of PA receives Keep America Beautiful Best Statewide Activation Award.



2014 - Keep Pennsylvania Beautiful releases its report: Illegal Dumping in Pennsylvania: A Decade of Discovery- Recommended Policies and Programs for Future Prevention and Enforcement.

2014 - Great American Cleanup of PA receives Keep America Beautiful Best Statewide Promotion Award.

2015 - KPB launches a Surveillance Support Program available to Pennsylvania municipalities.

2015 - Keep Pennsylvania Beautiful has over 27 affiliates across the state representing more than 35 counties and municipalities.





KEEP PENNSYLVANIA *Beautiful*

KEEP AMERICA BEAUTIFUL AFFILIATE

Keep Pennsylvania Beautiful

105 West 4th Street
Greensburg, PA 15601-2981

(877) 772-3673 toll free
Phone: (724) 836-4121
Fax: (724) 836-1980
E-mail: info@keeppabeautiful.org
Return Service Requested

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To unsubscribe to this newsletter, please call or e-mail the Keep Pennsylvania Beautiful office.



Empowering Pennsylvanians to make
our communities clean and *Beautiful*.

RETURN SERVICE REQUESTED

By using the free LAYAR app, we hope to bring to you a better sense of what Keep Pennsylvania Beautiful programs are offered and how Pennsylvania residents can be involved in making their communities clean and beautiful. It's easy and it's FREE! Follow these steps.



INTERACTIVE PRINT



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Layar App



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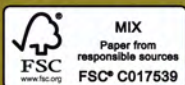
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interactive content

For volunteer opportunities
go to keeppabeautiful.org.



Fresh Paint Days
West Reading, Berks County

Keep Pennsylvania Beautiful is a state affiliate of Keep America Beautiful, Inc., the nation's largest volunteer-based community action and education organization.



If you are interested in supporting Keep Pennsylvania Beautiful please fill out
and return the form below or go to www.keeppabeautiful.org:
Keep Pennsylvania Beautiful 105 West Fourth Street, Greensburg, PA 15601

NAME _____
STREET _____
CITY _____ STATE _____ ZIP _____ COUNTY _____
PHONE _____ EMAIL _____

INDIVIDUAL OR FAMILY MEMBERSHIP

- ☐ \$15-99 Friend
- ☐ \$100-499 Sponsor
- ☐ \$500-999 Supporter
- ☐ \$1,000-4,999 Sustaining Member
- ☐ \$5,000+ Environmental Steward

BUSINESS/CORPORATE MEMBERSHIP LEVEL

- ☐ \$100 - 999 Associate
- ☐ \$1,000 - 4,999 Patron
- ☐ \$5,000 - 9,999 Benefactor
- ☐ \$10,000+ Corporate Steward

NONPROFIT PARTNERS

- ☐ \$100 Nonprofit Partner

PLANNED GIVING

If you are interested in making a legacy gift to Keep Pennsylvania Beautiful, please contact Shannon Reiter, President at sreiter@keeppabeautiful.org.

PLEASE CHARGE MY CREDIT CARD

☐ VISA ☐ MASTERCARD ACCT # _____
EXP. DATE _____ SIGNATURE _____

Please make checks payable to Keep Pennsylvania Beautiful. A copy of Keep Pennsylvania Beautiful's registration and financial information may be obtained from the PA Department of State. Gifts to Keep Pennsylvania Beautiful are tax-deductible.