



Contact: Michelle Dunn
Tel: 724-836-4121
Email: mdunn@keeppabeautiful.org
Web site: www.keeppabeautiful.org

FOR IMMEDIATE RELEASE

**Keep Pennsylvania Beautiful Receives Grant from Keep America Beautiful to
Continue Cigarette Litter Prevention Program**

-- Reports 89% Reduction Rate at 2017 Program Sites --

(May 22, 2018) – [Keep Pennsylvania Beautiful](#) (KPB) received a \$20,000 grant from [Keep America Beautiful](#) to continue their work with the Keep America Beautiful [Cigarette Litter Prevention Program](#), the nation's largest program aimed at reducing cigarette litter. This is the eighth year that KPB received funding from the national organization.

Keep Pennsylvania Beautiful will partner with the Pennsylvania Department of Conservation and Natural Resources (DCNR), working with six Pennsylvania State Parks that offer recreational lakes, whitewater rafting, canoeing, kayaking as well as and thousands of miles of hiking trails. The parks participating in the 2018 CLPP Grant are Point State Park, Linn Run, Laurel Summit, Laurel Ridge, Oil Creek and Yellow Creek State Parks. To combat against litter, the program advocates that participating communities use four approaches: encourage enforcement of litter laws, including cigarette litter; raise awareness about the issue; place ash receptacles in places like entrances to public buildings; and distribute portable ashtrays to smokers.

In 2017, Keep Pennsylvania Beautiful also collaborated with the Pennsylvania Department of Conservation and Natural Resources (DCNR) to implement the CLPP program at Cook Forest, Clear Creek, Kinzua Bridge, Maurice K Goddard, Ohiopyle and Raccoon Creek. The combined initial scan was 4,303 cigarette butts with a final scan of 478 cigarette butts, a reduction rate of 89%. The final scan is evaluated after the installation of ash receptacles, education implementation and the distribution of portable ashtrays.

"The Cigarette Litter Prevention Program is a proven tool to address the number one littered item in America. We could not think of a better place to implement the program, given that 38 million people visit our state parks each year," explained Shannon Reiter, President of Keep Pennsylvania Beautiful. "Thanks to Keep America Beautiful, we can continue to invest in this highly effective program."

"The 2018 grant recipients are charged with moving the program forward to help educate and inspire smokers to do the right thing," said Helen Lowman, president and CEO at Keep America Beautiful, in a statement. "The new marketing assets, which any community can localize and use, will enable affiliates, local governments and other community groups to teach adult smokers about the negative impacts related to littering and the role they can play in improving their community."

Since its establishment, the Cigarette Litter Prevention Program has consistently cut cigarette butt litter by approximately half based on local measurements taken in the first four months to six months after program implementation. Survey results also demonstrate that as communities continue to implement and monitor the program those reductions are sustained or even increased over time. Keep America Beautiful has distributed nearly \$3.3 million in grant funding since 2006 to support local implementation of the program in more than 1,700 communities.

The "Guide to Cigarette Litter Prevention" provides information about starting and maintaining a Cigarette Litter Prevention Program in any community, and can be found online at PreventCigaretteLitter.org. View the Cigarette Litter Prevention Program [PSA](#) video on Keep America Beautiful's YouTube channel as well as the Cigarette Litter in America Infographic [here](#).

About Keep Pennsylvania Beautiful

Keep Pennsylvania Beautiful's mission is empowering Pennsylvanians to make our communities clean and beautiful. Since 1990, Keep Pennsylvania Beautiful and its volunteers have removed over 126 million pounds of litter from Pennsylvania's roadways, greenways, parks, forests, and waterways. To learn more about Keep Pennsylvania Beautiful, visit www.keeppabeautiful.org.

About Keep America Beautiful

At Keep America Beautiful, we want to ensure that beauty is our lasting signature. A leading national nonprofit, Keep America Beautiful inspires and educates people to take action every day to improve and beautify their community environment. We envision a country where every community is a clean, green, and beautiful place to live. Established in 1953, Keep America Beautiful provides the expertise, programs and resources to help people end littering in America, improve recycling in America, and beautify America's communities. The organization is driven by the work and passion of more than 600 community-based Keep America Beautiful affiliates, millions of volunteers, and the support of corporate partners, municipalities, elected officials, and individuals. To learn how you can donate or take action, visit kab.org. Follow us on [Twitter](#) and [Instagram](#), like us on [Facebook](#), or view us on [YouTube](#).

###