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## **FOR IMMEDIATE RELEASE**

### **Keep Norristown Beautiful Wins the Keep Pennsylvania Beautiful 2018 Great American Cleanup of PA Video Contest**

**(July 3, 2018)** – The winning entry of the annual Keep Pennsylvania Beautiful Great American Cleanup of PA video contest, sponsored by the PA Waste Industry Association and the Department of Environmental Protection, was submitted by [Keep Norristown Beautiful](#). Keep Norristown Beautiful received a \$200 cash prize for their video showing residents of all ages how they keep Pennsylvania beautiful by cleaning residential neighborhoods and public spaces in Norristown, Montgomery County, including 20 acres of park. The cleanup resulted in the removal and proper disposal of 132 bags of trash and involved over 100 volunteers! Keep Norristown Beautiful is the newest Keep Pennsylvania Beautiful Affiliate.

Two runners up received a cash prize of \$100 each and include [Build a Better New Cumberland](#) in Cumberland County, whose residents cleaned up the downtown area, library grounds and a borough park and [Lancaster Mennonite School – Hershey Campus](#) in Dauphin County, whose students performed a litter cleanup, weeded, mulched and planted flowers in Shank Park, Derry Township. The school formally adopted Shank Park through the Keep Pennsylvania Beautiful adoption program in 2016.

“Keep Pennsylvania Beautiful would like to thank our sponsors, PA Waste Industries Association and the Department of Environmental Protection and all those who participated in the 2018 Great American Cleanup of PA Video Contest, making it a huge success. The contest generated a lot of excitement and friendly competition among participants,” said Shannon Reiter, President of Keep Pennsylvania Beautiful. “These videos, viewed by over 7,000 people, are a fun way to recognize the efforts of local organizations and promote and encourage our collective mission of making our communities clean and beautiful. “

Other entries include:

Allegheny County: [Rachel Carson Trail](#)

Cumberland County: [Mount Holly Springs Council](#)

Dauphin County: [Lancaster Mennonite School, Hershey](#)

Erie County: [Falls Road Cleanup](#)

Montgomery County: [Upper Perkiomen Middle School](#)

Montgomery County: [Upper Merion Twp. Park & Stream Cleanup](#)

Northampton County: [Bangor Middle School](#)

Each year Keep Pennsylvania Beautiful provides an opportunity for community groups and individuals to highlight their local programs via the Great American Cleanup of PA Video Contest. KPB received videos from diverse groups

across the state showcasing programs that were equally diverse. Winners were chosen according to who received the most likes on Facebook during the voting period. The three winning videos can be found on our YouTube page, <https://www.youtube.com/user/KeepPABeautiful>. All videos can be viewed on the Keep Pennsylvania Beautiful Facebook page <https://www.facebook.com/keeppabeautiful/>.

**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 133 million pounds of litter from Pennsylvania's roadways, greenways, parks, forests, and waterways. To learn more about Keep Pennsylvania Beautiful, visit [www.keeppabeautiful.org](http://www.keeppabeautiful.org).