



Contact: Heidi Pedicone  
Tel: 724-836-4121  
Email: [hpedicone@keeppabeautiful.org](mailto:hpedicone@keeppabeautiful.org)  
Web site: [www.keeppabeautiful.org](http://www.keeppabeautiful.org)

## **FOR IMMEDIATE RELEASE**

### **Keep Blair Beautiful and Keep Philadelphia Beautiful Receive Local Program Support from Keep America Beautiful/Lowe's Community Partners Grant**

**(September 27, 2018)** – National nonprofit Keep America Beautiful (KAB) and Lowe's awarded local Keep Pennsylvania Beautiful affiliates, Keep Blair Beautiful and Keep Philadelphia Beautiful a total of \$30,000 as part of the 2018 Keep America Beautiful/Lowe's Community Partners Grant Program.

The 2018 Keep America Beautiful/Lowe's Community Partners Grant Program engages local volunteers, working alongside Lowe's Heroes volunteers, to take action on projects that focus on critical, local needs. Pennsylvania funded projects are:

#### **Keep Blair Beautiful - \$20,000**

The closure of the county recycling department and recycling drop-off system has left many residents without access to convenient recycling options. Keep Blair Beautiful will establish a drop-off program that addresses the need of convenient access and helps to relieve the funding difficulties by creating a revenue stream. Residents will have the opportunity to purchase a key card/pass allowing them unlimited access to the recycling drop-off. The monies raised with the purchase of the key cards will help cover the operating costs related to the drop-off, therefore making it more sustainable. This key card system will increase the access residents have to recycling and can be used as a model for other locations.

#### **Keep Philadelphia Beautiful – \$10,000**

Keep Philadelphia Beautiful and the Philadelphia Parks Alliance will utilize this funding to establish cleanup tool libraries at five strategic recreation centers in Philadelphia. The goal is to build capacity for residents, civic organizations and recreation center staff to keep their neighborhoods litter free while reimagining these community hubs as sites for collective civic action.

"We are grateful for Keep America Beautiful and Lowe's for providing Pennsylvania affiliates this opportunity to improve our local communities," said Shannon Reiter, President of Keep Pennsylvania Beautiful. "These grants provide an opportunity for the community to engage in activities that improve the quality of life for everyone."

In addition to the initiatives of Keep Blair Beautiful and Keep Philadelphia Beautiful, Lowe's is supporting more than 40 other Keep America Beautiful grant-funded community service projects in 2018 as well as Keep America Beautiful's Great American Cleanup. Since the partnership began in 2011, Lowe's has contributed nearly \$8 million; with more than 2,100 Lowe's Heroes volunteers helping Keep America Beautiful improve local communities.

"These targeted grant projects will provide significant benefits in many areas of the country, both urban and rural, that often are neglected," said Keep America Beautiful President and CEO Helen Lowman. "Our network of affiliates has been particularly creative in using these grassroots grants to develop and deliver programs that embrace their community members, while transforming often neglected public spaces into beautiful places."

"At Lowe's, we want to help people love where they live in the communities where our employees and customers live and work," said Julie Yenichek, Lowe's director of community relations. "Our commitment to community investment doesn't stop at charitable giving. We're proud of our Lowe's Heroes volunteer involvement and the difference they have made nationwide. Loving where you live extends beyond walls and fences, and we applaud Keep America Beautiful's vision."

#### **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).

#### **About Lowe's in the Community**

Lowe's, a FORTUNE® 50 home improvement company, has a 60-year legacy of supporting the communities it serves through programs that focus on K-12 public education and community improvement projects. In the past decade, Lowe's and the Lowe's Charitable and Educational Foundation together have contributed nearly \$300 million to these efforts, and for more than two decades Lowe's Heroes volunteers have donated their time to make our communities better places to live. For the latest news, visit [Newsroom.Lowes.com](http://Newsroom.Lowes.com) or follow @LowesMedia on Twitter.

#### **About Keep America Beautiful**

Keep America Beautiful, the nation's iconic community improvement nonprofit organization, inspires and educates people to take action every day to improve and beautify their community environment. Established in 1953, we strive to End Littering, Improve Recycling and Beautify America's Communities. We believe everyone has a right to live in a clean, green and beautiful community, and shares a responsibility to contribute to that vision.

Behavior change – steeped in education, research and behavioral science – is the cornerstone of Keep America Beautiful. We empower generations of community stewards with volunteer programs, hands-on experiences, curricula, practical advice and other resources to deliver measurable environmental, economic and social benefits. The organization is driven by more than 600 state and local affiliates, millions of volunteers, and the support of corporate partners, social and civic service organizations, academia, municipalities and government officials. Join us on Facebook, Instagram, Twitter and YouTube. Donate and take action at [kab.org](http://kab.org).

###