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FOR IMMEDIATE RELEASE

Keep America Beautiful and The UPS Foundation Awards Tree Planting Grant To Keep Philadelphia Beautiful

(October 18, 2018) – [Keep Philadelphia Beautiful](http://www.KeepPhiladelphiaBeautiful.org) received a \$5,000 grant from The UPS Foundation as part of the 2018 Keep America Beautiful/UPS Community Tree and Recovery Tree Planting Grant Program. Keep Philadelphia Beautiful, in partnership with the Philadelphia Orchard Project (POP) will give away fruit trees at no cost to community members throughout a variety of orchard events in fall 2018 and spring 2019. The tree giveaways will take place in different neighborhoods across Philadelphia to increase the number of city residents with the ability to plant a fruit tree in their yard or community. Fruit trees provide both beauty and bounty, and allow urban residents to produce healthy food right in their own neighborhoods. In addition to increasing food access, city fruit trees provide a wide array of environmental benefits.

Keep Philadelphia Beautiful's grant is one of 19 grants totaling \$100,000 distributed throughout the country to Keep America Beautiful's community-based affiliates. It is estimated that the grant recipients' projects will result in more than 1,200 trees being planted in support of local tree-planting initiatives. The collaboration with Keep America Beautiful is part of The UPS Foundation's global tree-planting initiative intended to help sequester levels of carbon dioxide through strategic plantings; emphasize the importance of native tree planting; or produce fruit from fruit trees for local consumption. In addition, Keep America Beautiful helps connect UPS employees with local Keep America Beautiful affiliates to provide volunteer support to plant the trees and to fulfill other community improvement projects.

"Strategic tree plantings can add to a community's resilience while replenishing the trees lost to natural disasters or blight. Keep Philadelphia Beautiful's fruit tree giveaway will not only provide healthy food for local residents, but will also clean the air, prevent soil erosion, reduce runoff and provide habitat for local wildlife," said Shannon Reiter, President of [Keep Pennsylvania Beautiful](http://www.KeepPennsylvaniaBeautiful.org). "Tree plantings provide an opportunity for the community to come together and engage in an activity that improves the quality of life for everyone. We are grateful for the partnership of Keep America Beautiful and UPS for providing this opportunity to our local Pennsylvania affiliates."

Since 2011, Keep America Beautiful and The UPS Foundation have worked together to plant more than 11,200 trees throughout the country.

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.

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 www.kab.org.