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## **FOR IMMEDIATE RELEASE**

### **Keep Pennsylvania Beautiful Provides Program to Keep Local Roads and Areas Litter Free**

**(February 21, 2019)** – Although we have not seen many signs of spring, you probably have caught glimpses of the trash lining our roads, neighborhoods and waterways. It's never too early to start planning a spring cleanup of the places you care about. The [Keep Pennsylvania Beautiful](http://www.keeppabeautiful.org) Adoption Program can help residents, organizations, civic groups, and businesses be part of the solution. By joining their [statewide adoption program](http://www.keeppabeautiful.org), local areas such as municipal roads, communities, parks, neighborhood blocks, greenways, waterways and trails can be formally adopted and cared for by local individuals or groups. The commitment is two cleanups per year and in-turn, the organization provides a sign recognizing the group's efforts.

According to Keep America Beautiful's 2009 National Visible Litter Survey and Litter Cost Study, litter clean-up costs the U.S. more than an estimated \$11.5 billion each year with municipalities spending more than \$790 million and counties spending \$185 million each year.

The Keep Pennsylvania Beautiful adoption program helps mitigate the costs associated with cleaning up by encouraging local residents to take ownership of our neighborhoods. Keep Pennsylvania Beautiful provides a sign recognizing the groups or individuals who have adopted the road or area and seeks the support of the local municipalities to provide the sign post, install the sign and provide trash disposal options, as needed.

"Many communities depend on volunteers to clean up litter. Keep Pennsylvania Beautiful works hand in hand with local municipalities and counties to provide residents with the tools and resources they need to keep our communities clean and beautiful," stated Shannon Reiter, President of Keep Pennsylvania Beautiful. "Our adoption program encourages partnerships between local residents and municipalities to work together to reduce the amount of litter in our shared spaces. We are grateful for the support of municipalities and volunteers across the state."

The benefits of removing roadside litter are far-reaching. It sends a message to travelers that littering and dumping will not be tolerated, removes dangers to people, animals and equipment, makes our communities more attractive for residents, tourists and potential newcomers and increases property values and community pride. So, after this long winter, get outside and do something that will make you and your neighborhood feel good. Adopt an area you care about today.

For more information visit [Keeppabeautiful.org](http://www.keeppabeautiful.org) and click on Keep It or contact Stephanie Larson at [slarson@keeppabeautiful.org](mailto:slarson@keeppabeautiful.org) or 724-836-4121 x104. For information about adopting a state maintained road, visit the PA Department of Transportation at [www.penndot.gov](http://www.penndot.gov) and search Adopt-a-Highway.

#### **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).

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