

SUMMER 2011

# Beautiful.

A KEEP PENNSYLVANIA BEAUTIFUL PUBLICATION.



KEEP  
PENNSYLVANIA  
*Beautiful*



## Keep Pennsylvania Beautiful

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## DEAR FRIENDS,

We have had an incredible summer and are excited to release our second edition of Beautiful. As you browse this issue, you will learn that Keep Pennsylvania Beautiful is the new statewide coordinator for the Ocean Conservancy's International Coastal Cleanup Program. Additionally, we are launching three new programs this fall including Recycle Bowl, Keep America Beautiful's new K-12 Recycling Competition, Fresh Paint Days Pennsylvania, a community improvement grant program in partnership with PPG Pittsburgh Paints and The Home Depot, and finally our new membership program, I Keep Pennsylvania Beautiful!

Earlier this spring, Philadelphia was the host city to one of three national kick-off events for the Great American Cleanup. Phoebe Coles and Keep Philadelphia Beautiful did an amazing job coordinating the effort with the city's annual Philly Spring Cleanup and hosting Keep America Beautiful representatives and national corporate sponsors. Even Miss America was on hand to help with the cleanup!

Over the past year, I had the pleasure of saying thank you to Stephanie Larson, Sue (Snyder) Urchek, Barb Smerkar and most recently Heidi Pedicone for 10 years of service to our organization. I am grateful to each of them and the rest of the staff for making Keep Pennsylvania Beautiful such a wonderful place to work! I am truly fortunate to have the opportunity to work alongside such a dedicated group of individuals each and every day. Thank you for all that you do to make our communities across Pennsylvania clean and beautiful and we will see you out in the field this fall!



Shannon Reiter  
President



Christian, Shannon, and Sydney Reiter

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## REMEMBERING GLENN

**SEPTEMBER 18, 1928 - JUNE 10, 2011**

The Keep Pennsylvania Beautiful staff and community would like to remember our close friend Glenn Witherspoon. Glenn's relationship with Keep Pennsylvania Beautiful began in 1997. Over the years, he generously gave of his time and expertise to help with everything from installing computer and phone lines and volunteering at recycling events to designing, building, and wiring our most popular educational tools, the Litter IQ and Recycling IQ Boards. Over 100,000 children and adults have used the interactive boards that Glenn built. Glenn has been a priceless volunteer and treasured friend to the organization. He will always be remembered for his generosity and kind and gentle spirit.



*In 2009, Glenn received the Keep Pennsylvania Beautiful President's Award for his commitment and contributions to our mission.*

## HOUSE AND SENATE RESOLUTIONS

This spring, the Pennsylvania Senate and House of Representatives formally recognized the 186,000 volunteers, Keep Pennsylvania Beautiful, and all the participating and supporting agencies and organizations of the Great American Cleanup of PA and Let's Pick It up PA Day-Everyday initiatives for their contributions to keep Pennsylvania beautiful with Senate Resolution 111 (Sen. Mary Jo White) and House Resolution 294 (Rep. Nick Miccarelli). Since 2003, the Great American Cleanup of PA has engaged more than 1,000,000 volunteers that have removed over 54 million pounds of litter and waste from Pennsylvania's landscape.

**Please visit <http://www.legis.state.pa.us/index.cfm> to read the full text of both SR111 and HR294.**

## WORKING TOGETHER FOR CLEAN AND BEAUTIFUL GREENWAYS

Keep Pennsylvania Beautiful and its affiliate Allegheny CleanWays partnered with the Department of Conservation and Natural Resources, Friends of the Riverfront, Steel Valley Trail Council, Nine Mile Run Watershed Association, City of Pittsburgh, and CSX Railroad to remove more than 163 tons of trash, nearly 800 tires, and 4 tons of scrap metal and C & D waste from along the Monongahela River. Cleanups at this site have been going on for several years in preparation for the continuation of the Duck Hollow Trail. This greenway is part of the Three Rivers Heritage Trail which traverses 25 miles along the Allegheny, Monongahela, and Ohio rivers. The Three Rivers Heritage Trail is also part of the 335 mile long Great Allegheny Passage, a greenway that runs from Pittsburgh to Washington D.C.

When the multi-purpose greenway is completed, the Duck Hollow Trail will run from the South Side of Pittsburgh along the north bank of the Monongahela River to the historic Carrie Furnaces at Rankin. The trail will then cross back over the Monongahela River via the refurbished hot metal bridge, once used to transport molten iron from the Carrie Furnaces to the USS Homestead Works.

The Carrie Furnace historical site is 25 acres of riverfront property that will be developed into a steel heritage museum called the Homestead Works National Park. The park and connecting trails will showcase Pittsburgh's steel history and beautiful rivers.

*Below: Duck Hollow cleanup and trail.*





### NATURE EXPLORE CLASSROOMS

Research has shown that children are becoming more nature deficient than ever before and that this disconnection has enormous implications for human health and child development. Outdoor classrooms are becoming more common across the nation and Pennsylvania. An outdoor classroom provides a nurturing and thought provoking space that cannot be replicated indoors.

Children gain from the many benefits of nature exposure – a decrease in stress, a decrease in childhood depression, and a decrease in childhood obesity. An outdoor classroom provides children a designated outdoor space to play, explore, and connect with nature.

Keep America Beautiful has partnered with the Arbor Day Foundation to promote Nature Explore, a comprehensive research based program that offers design, workshops, resources, and certification of all things related to outdoor classrooms. **Please visit their website for more info [www.natureexplore.org](http://www.natureexplore.org)**

### PENNSYLVANIA DOWNTOWN CENTER HOW ONE COMPONENT OF REVITALIZATION CAN ALTER A COMMUNITY

The Main Street and Elm Street Approaches are a set of comprehensive, community-based principles that guide the revitalization of downtowns, central business districts, and residential neighborhoods. The Safe, Clean & Green component is perhaps the most visible and can therefore serve as the greatest catalyst to influence how people perceive a residential area or commercial corridor. The following is a recent example of how a group of youth worked towards a common goal of improving their community.

The Breck Squad bloomed from the Elm Street effort of Olde Getty Place, a neighborhood nestled in Gettysburg that is rich in history but suffered from an unpalatable perception due to litter and “suspicious” activity. When defining their mission statement, Olde Getty Place chose to involve youth in the neighborhood’s future. When a group of young people, primarily from Breckenridge Street, heard of the effort gathering in their community, they were inspired to improve the place that they called home. “The Breck Squad,” a team of more than 20 participants between the ages of 7 and 18, took to the streets to coordinate clean-up days, serve on a Graffiti SWAT Team, and overall act as Neighborhood Ambassadors. Their efforts even helped to divert foot traffic from Gettysburg events for self-guided tours of this unique, historic neighborhood, tours that Elm Street Manager Stephanie McIlwee doubts would have been successful if it wasn’t for the Squad.

Pennsylvania Downtown Center is a statewide nonprofit that provides outreach, technical assistance and educational services in order to assist communities like Olde Getty Place in revitalizing their central business districts and surrounding residential neighborhoods. **To learn more visit [www.padowntown.org](http://www.padowntown.org).**



*Above: The Breck Squad.*



### UNITED NEIGHBORHOOD CENTERS OF NORTHEASTERN PENNSYLVANIA

United Neighborhood Centers of Northeastern Pennsylvania’s Elm Street Program and Leaders in Training Program teamed up to host a Graffiti Hurts Community Forum on May 26<sup>th</sup> in the South Side of Scranton, PA. The Forum educated the community about graffiti prevention and youth involvement in the South Side and showcased PSA’s (public service announcements) created by participating youth. Shannon Reiter, President of Keep Pennsylvania Beautiful, was the keynote speaker.

*Members of the youth leader group.*

## OPEN YOUR EYES TO LITTER - KEEPING OUR GREENWAYS CLEAN TEACHER'S GUIDE NOW AVAILABLE

To complement our fifth book in our Open Your Eyes To Litter series, Keep Pennsylvania Beautiful has created a Teacher's Guide. This guide provides teachers with activities, suggested teaching strategies, and resources that can be used as singular activities or as part of a longer, multi-disciplinary environmental theme. Open Your Eyes To Litter - Keeping Our Greenways Clean book and Teacher's Guide are geared toward kids in fourth through sixth grades and address PA Department of Education Academic Standards for Environment and Ecology. **Go to [www.keeppabeautiful.org](http://www.keeppabeautiful.org) and click on Prevent It! then Education Resources.**

## LITTERINGISWRONGTOO.COM

Keep America Beautiful has launched a new campaign to get people talking about litter. Piloted last year in Cincinnati, Ohio, the initiative links littering with other forms of inappropriate behavior through billboards, web ads, and social media to convince Americans that littering, like "borrowing money and not paying it back" is wrong too. The campaign takes a unique and light-hearted approach to get attention and be remembered. **Visit [www.litteringiswrongtoo.org](http://www.litteringiswrongtoo.org) to see what people are saying or to write your wrong!**



# SUGAR AT BEDTIME.

## LitteringIsWrongToo.org





### CYNWOOD TRAIL, LOWER MERION TOWNSHIP, MONTGOMERY COUNTY

Keep Pennsylvania Beautiful and The Friends of the Cynwyd Heritage Trail organized a Martin Luther King, Jr. Day of Service cleanup along the Schuylkill River at The Cynwyd Heritage Trail. On January 17<sup>th</sup>, volunteers numbering 230 braved temperatures in the teens to prepare the area for a proposed 2-mile trail by picking up 8,000 pounds of trash, 1,000 pounds of scrap metal, and 30 tires. When completed, the trail will wind through quaint residential areas and traverse between two large historic cemeteries. The trail will eventually cross over the Schuylkill River into the Manayunk section of Philadelphia.



### KPB ASSUMES STATEWIDE COORDINATION OF INTERNATIONAL COASTAL CLEANUP

Keep Pennsylvania Beautiful is proud to have been chosen the Pennsylvania statewide coordinator for the International Coastal Cleanup (ICC). ICC, sponsored by the Ocean Conservancy, is the world's largest single-day volunteer effort to improve the health of the world's lakes, streams, rivers, and coastal and marine environments for both humans and wildlife. Keep Pennsylvania Beautiful has been coordinating ICC events in the southeastern part of Pennsylvania since 2007. Since then, KPB has coordinated 75 cleanup events, removing more than 180,340 pounds of trash by over 2,000 volunteers.

**To help us reach our goal of 100% participation of the 67 counties in Pennsylvania, contact Michelle Dunn, Statewide ICC Program Coordinator, at 1-877-772-3673 ext. 113 or [mdunn@keeppabeautiful.org](mailto:mdunn@keeppabeautiful.org). Any cleanup site is eligible since we all live in a watershed and they all flow into our coastal waters.**

### KEEP PENNSYLVANIA BEAUTIFUL COMMUNITY IMPROVEMENT MINI-GRANTS

Thanks to funding from The Richard King Mellon Foundation, KPB was able to award Community Improvement Mini-grants to KPB Affiliates in good standing. To date, funded projects have included cleanups, GAC PA events, a park-wide cleanup, tire collections, the Fugitive Tire Program, and a multi county tire war. Applicants must demonstrate a 50% match of donated or in-kind services for all projects. Projects must fall under the categories of Prevent it!, Clean it!, Keep it!, and can include direct project costs for cleanups or greening projects.



### KEEP WASHINGTON COUNTY BEAUTIFUL PARTNERS WITH COURT SYSTEM TO CLEAN UP

Keep Pennsylvania Beautiful and Keep Washington County Beautiful have partnered with the Washington County Court System Furlough Into Service Program, (WCCS/FITS) to remove illegal dumps that were identified in the 2005 Keep Pennsylvania Beautiful Illegal Dump Survey report for the county.

This ambitious goal brings together the expertise of Keep Pennsylvania Beautiful, the local relationships of Keep Washington County Beautiful, and the workforce and dedication of the WCCS/FITS Program. Local landfills have pledged their commitment to reduced disposal fees for the project. The cleanups aim to clean and beautify the county while empowering residents to address illegal dumping within their community.

*Amwell Township Site Before and After*

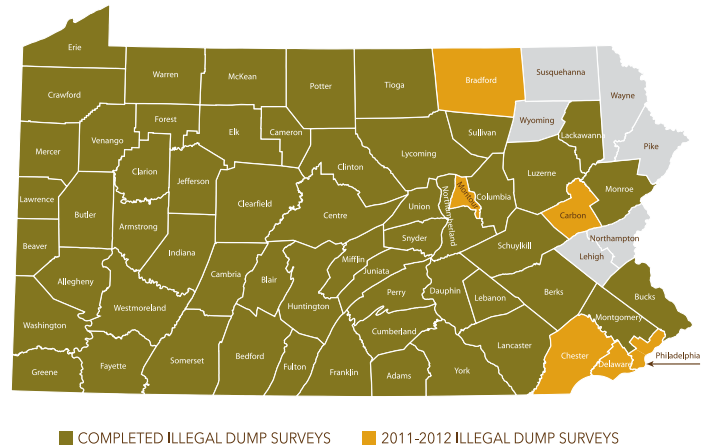
## ILLEGAL DUMP SURVEY PROGRAM

This summer the Illegal Dump Survey Program published final reports for another round of surveys that were started last fall. The counties surveyed included Bucks, Lycoming, Monroe, Potter, Sullivan, and Tioga. Fifty-five of the 67 Pennsylvania counties have now been surveyed since 2005 identifying 5,759 dumpsites containing an estimated 17,088 tons (or 34,176,000 pounds) of trash.

One of the biggest obstacles while surveying is Mother Nature. Many things need to be considered when planning a survey, such as where the county is in relation to things that have major effects on weather like Lake Erie and the Atlantic Ocean. This year, the first accumulating snow arrived December 2nd. For Potter and Tioga counties, that initial snow turned into a snowpack that lasted into April. Those two surveys were put on hold for four months. Then the rains came over the snowpack which caused flash flooding. In Tioga County, surveyors had to get around washed out roads and bridges to make sure they got each and every roadway.

The eastern part of the state got hit with several Northeasters during the winter. Surveying in Monroe and Bucks counties went into stops and starts with these storms, especially Bucks County, as it is south enough to have faster snow melts which is a good thing as that county has 3,439 miles of public roads.

Surveying this year was completed in the beginning of May. Over 27,500 miles were driven over paved, gravel, and dirt roads to successfully complete this round of surveys. The schedule of counties to be surveyed this fall is Bradford, Carbon, Chester, Delaware, Montour, and Philadelphia.



## SILVER LAKE NATURE CENTER, BRISTOL TOWNSHIP, BUCKS COUNTY

On April 30<sup>th</sup> and May 1<sup>st</sup>, Keep Pennsylvania Beautiful, Greenbelt Overhaul Alliance of Levittown and Silver Lake Nature Center organized a Great American Cleanup of Pennsylvania event on Magnolia Lake and Silver Lake at Silver Lake County Park. A total of 96 volunteers donated 570 hours of their time to remove 7,800 pounds of trash, 1,000 pounds of scrap metal, and 50 tires from the 460 acre park. Silver Lake County Park has 4.5 miles of hiking trails and is home to Pennsylvania's best example of a Coastal Plain Forest which creates a unique ecosystem.





### AMERICA RECYCLES DAY - NOVEMBER 15

Since 1997, American Recycles Day has been bringing communities together across the country to participate in the only nationally recognized day, November 15<sup>th</sup>, dedicated to the promotion of recycling programs throughout the United States. In 2010 Pennsylvanians held 69 registered America Recycles Day events, engaging over 16,735 participants. **To register your special collection event with America Recycles Day or for more information on planning an America Recycles Day event between, September 1st and November 20th go to [www.kab.org](http://www.kab.org) and click on America Recycles Day.**

### RECYCLE-BOWL COMPETITION

Recycle-Bowl is a free, friendly competition and benchmarking tool for K-12 school recycling programs to promote waste reduction activities. The goals of the program aim to inspire students, teachers, and administrators to recycle more, catalyze bigger, better recycling programs, provide "teaching moments" with students about the benefits of recycling, and divert material from disposal into recycling systems.

School recycling programs across the nation compete in a four-week race from October 17th to November 12th to collect the most recyclables. One school in each state that collects the most recyclable material per capita will win \$1000. A national champion will then be chosen from the top 50 statewide winners to receive a grand prize of \$2500. Schools that host a community recycling drop-off program will compete in a separate category for first-, second- and third- place cash prizes. Teachers, student green teams, and facility can use Recycle-Bowl to engage their school community in a fun and friendly way.

**This is a program of Keep America Beautiful, sponsored by Nestle Waters. For more information contact Kelley Dennings, Program Manager for Keep America Beautiful at 202-688-0605 or [KDennings@kab.org](mailto:KDennings@kab.org) or go to [www.Recycle-Bowl.org](http://www.Recycle-Bowl.org).**

Keep America Beautiful Presents



Sponsored by



*Keep Cobb Beautiful Marietta, GA.*

### WHAT'S YOUR VISION OF PENNSYLVANIA?

Keep Pennsylvania Beautiful is soliciting photos of Pennsylvania's diverse landscape. Photos can be scenic shots of urban or rural areas and include you, your family, friends, or coworkers doing something to beautify your community. Selected photos will be used in publications and on our website. Share your vision of Pennsylvania!

**Submit high quality photos electronically to [slarson@keeppabeautiful.org](mailto:slarson@keeppabeautiful.org).**





## ADOPTION HIGHLIGHT

The first Annual Sweet Root Road Litter Cleanup was organized by adoption coordinators, Pam and John Montgomery, and scheduled for April 7, 2001. Twenty-two volunteers registered for the event. Most were Sweet Root Road residents but some drove up to twenty miles to participate in the first PA CleanWays (now Keep Pennsylvania Beautiful) event to take place in Bedford County. That initial cleanup resulted in the collection of fifty bags of litter, fifty tires and one ton of scrap metal objects. For eleven years an average of sixteen volunteers come out on the first Saturday of April to take part in the adoption cleanup. The annual event provides an opportunity for Boy Scouts and High School students to complete community service hours and for residents, businesses, and the Township to meet goals together. The group attributes their success, in part, to the support of the Bedford Township Supervisors, the Omni Bedford Springs Resort, and the dedication of the local residents who participate in the annual event regardless of the weather. "Overall it has been a real pleasure to gather neighbors and make new friends of those who genuinely care about our environment," said John and Pam Montgomery.

For more information about the KPB Adoption Program contact Stephanie Larson at [slarson@keeppabeautiful.org](mailto:slarson@keeppabeautiful.org), for the Litter Free School Zone contact Sue Urchek at [surchek@keeppabeautiful.org](mailto:surchek@keeppabeautiful.org) or visit [www.keeppabeautiful.org](http://www.keeppabeautiful.org) and click on Keep It!



*Above: Sweet Root Road Litter Crew*

## FRESH PAINT DAYS!

Keep Pennsylvania Beautiful announced their new program, Fresh Paint Days Pennsylvania. Fresh Paint Days Pennsylvania is designed to provide community groups with paint and painting supplies enabling them to renew a community structure in need into something beautiful through the application of fresh paint and a lot of elbow grease. This annual event is held in partnership with support from the Richard King Mellon Foundation, PPG Pittsburgh Paints, and The Home Depot. The 2011 Fresh Paint Days Pennsylvania will take place in September. During this month-long period, ten grant awardees along with their volunteers will be eligible for up to 40 gallons of exterior latex paint and \$200 in painting supplies.

For more information, please visit [www.keeppabeautiful.org](http://www.keeppabeautiful.org)



### GOVERNOR'S 2011 ENVIRONMENTAL EXCELLENCE AWARD RECIPIENT - GREATER LEBANON REFUSE AUTHORITY

The Greater Lebanon Refuse Authority was a recipient of the 2011 Environmental Excellence Award in April for their efforts to rid Lebanon County of illegal dumpsites. In the fall of 2009, they partnered with Keep Pennsylvania Beautiful to survey the county for illegal dumpsites. The Keep Pennsylvania Beautiful final report released in July 2010 provided information that there were 43 illegal dumpsites identified containing an estimated 36 tons of trash.

By the time the report came out, the Greater Lebanon Refuse Authority had already put a request out for volunteers to help cleanup these sites. Volunteers answered that call and they and the Greater Lebanon Refuse Authority systematically cleaned up all 43 sites. The Greater Lebanon Refuse Authority also took action to prevent future dumping by moving cameras around the county prone to dumping to catch illegal dumpers and promoting their efforts in media coverage.



*Michael Pavelek II, (pictured with wife Diane) Greater Lebanon Refuse Authority Executive Director.*

### GREAT AMERICAN CLEANUP REGISTERED PARTICIPANTS EARN CHANCE TO WIN

Through Keep America Beautiful, Troy-Bilt donated two backpack blowers, two weed trimmers, hand rakes, and shovels for the 2011 Great American Cleanup of PA. Through a random drawing of events reported, Solebury Township received a backpack blower they will use in their parks and other areas. The ClearWater Conservancy received a backpack blower as well and will use it during their cleanups and beautification events. The weed trimmers went to St. Mark's Lutheran Church as well as Tunkhannock Assembly of God. The rakes and shovels went to Keep Pennsylvania Beautiful affiliates and will be used for cleanups and beautification events.

### KEEP AMERICA BEAUTIFUL AND COCA-COLA GRANTS BINS TO ZERO WASTE PITTSBURGH

The Coca-Cola/KAB Recycling Bin Grant Program supports local community recycling programs by providing selected grant recipients with containers for the collection of beverage container recyclables in public settings. Through its Zero Waste Pittsburgh (ZWP) event services, the Pennsylvania Resources Council would like to see 100% of special events recycling within the city of Pittsburgh. Thanks to Keep America Beautiful and Coca-Cola, the program received additional bins to meet their goal. In 2010, the Zero Waste Pittsburgh program helped facilitate the recycling of 11 tons of cardboard, 17 tons of commingled recyclables and 59 tons of organics from special events with a combined green house gas equivalent savings of removing 30 cars from the road for one year!



*Above: Pennsylvania Resources Council recycling at the Three Rivers Arts Festival*



*Ross and fellow students before a day of planting.*

### KEEP PENNSYLVANIA BEAUTIFUL AWARDS SCHOLARSHIP

Keep Pennsylvania Beautiful would like to congratulate Ross Levin, age 18, from Plymouth-Whitemarsh High School in Plymouth Meeting, Montgomery County, who was chosen as the 2011 Sue Wiseman Scholarship recipient. Ross designed, developed, and implemented a student run, organic vegetable garden to provide locally grown, healthy food to the student body while educating the broader community. The garden, which has been incorporated into the school's curriculum, includes sustainable practices such as composting and the use of collected rainwater. Produce harvested during the summer months will be sold at a local natural foods store. Expanding the garden, increasing sustainable practices, and incorporating it as a hands-on learning experience for additional grade levels are all part of the long-term plan.



## RECYCLE YOUR CYCLES

For the 6th consecutive year, volunteers for Keep Scottsbluff/Gering Beautiful, NE, accepted unwanted bicycles. The bikes were repaired and donated back to the community, recycled for scrap metal, or for a lucky few bike frames, incorporated into a community art project for the Gering Public Library.

Each year Keep Scottsbluff/Gering Beautiful holds a collection for unwanted and broken bicycles. Some of the bicycles are repaired by enthusiasts and given to people in need through the Community Action Partnership of Western Nebraska, or for children's bikes, Kiwanis. The metal, as much as 1,600 pounds per year, from the bikes that are beyond repair is taken to a local recycler. Last year, a new phase of the program was introduced. Six local artists worked together to repurpose scrap parts into usable pieces of art...appropriately, bike racks. Last year, bike racks were made in the shape of fish to correspond to the Gering Public Library summer reading theme. This year, bug bike racks will be dedicated to the Lied Scottsbluff Public Library. "This project takes on many facets of need in our community; not only to furnish cycles for people in need, but also to organize community volunteers to work together and keep materials from being landfilled," says Kathy Kropuenske, Executive Coordinator.

Recycle Your Cycles also serves as a community service project for high school students and is done in partnership with Nebraska Public Power District and the Nebraska Department of Environmental Quality. **Visit Facebook for more information.**



Above: 'Recycled' bike racks installed at the Gering Public Library/Scrapped bikes on their way to a local recycler

**Steal This!** sponsored by the Steel Recycling Institute, features programs from throughout the KAB national network that we would love to see implemented in your community!

**Check out our new website at [keeppabeautiful.org](http://keeppabeautiful.org).**

**THE BEAUTIFUL SHOP IS OPEN ONLINE** and features many items made from recycled or organic materials: 100% organic cotton ball caps, 100% recycled acrylic short knit hats, long sleeve denim shirts, eco-fleece throw blankets, and white, organic cotton t-shirts. The new Keep Pennsylvania Beautiful logo is embroidered on each item; depending on the item the logo is either in full color, brown, or white.



### KEEP PENNSYLVANIA BEAUTIFUL AFFILIATES

Allegheny CleanWays  
Keep Bedford County Beautiful  
PA CleanWays of Blair County  
PA CleanWays of Butler-Lawrence Counties  
Keep Cambria County Beautiful  
Clinton County CleanScapes  
PA CleanWays of Cumberland County  
PA CleanWays of Elk County  
PA CleanWays of Fayette County  
Keep Fulton County Beautiful  
Keep Huntingdon County Beautiful  
PA CleanWays of McKean County  
PA CleanWays of Mifflin County  
Keep Perry County Beautiful

Keep Royal Gardens Beautiful  
Keep Somerset County Beautiful  
PA CleanWays of Venango County  
Keep Washington County Beautiful  
Keep York County Beautiful

### KEEP AMERICA BEAUTIFUL LOCAL AFFILIATES

Keep Allentown Beautiful  
Keep Harrisburg Beautiful  
Keep Lancaster County Beautiful  
Keep Philadelphia Beautiful  
Keep York Beautiful  
Reading Beautifiation, Inc.

### KEEP AMERICA BEAUTIFUL PRE-CERTIFIED LOCAL AFFILIATE

Westmoreland Cleanways

### KEEP WASHINGTON COUNTY BEAUTIFUL CIGARETTE LITTER PREVENTION PROGRAM

Keep Washington County Beautiful was awarded a \$1,500 grant from Keep America Beautiful and their Cigarette Litter Prevention Program. Keep Washington County Beautiful has implemented the program in Cross Creek County Park. They used grant funds to purchase six cigarette litter receptacles and they placed them in strategic locations - transition points where people might think about tossing their butts. They were also able to purchase pocket ashtrays and handed them out to smokers in the park so they could properly and safely dispose of their butts. Keep America Beautiful also donated hundreds of pocket ashtrays and butt buckets for the affiliate to distribute.

In 2010, Keep Washington County Beautiful received the same grant from Keep America Beautiful to do the program at Canonsburg Lake. Their worked reduced the amount of cigarette butt litter by almost 40%.

### KEEP PHILADELPHIA BEAUTIFUL HOSTS GREAT AMERICAN CLEANUP OF PA KICKOFF EVENT

The Great American Cleanup 2011 got off to a great start this year with a national Kickoff Event in Philadelphia, PA. Keep Pennsylvania Beautiful was proud to sponsor the Great American Cleanup National Kickoff along with Keep America Beautiful, Keep Philadelphia Beautiful, and the City of Philadelphia. This national event held April 1st and 2nd, highlighted the 4th Annual Philly Spring Cleanup. Mayor Michael Nutter, Deputy Mayor Michael DiBeradinis, Keep America Beautiful President Matthew McKenna, Keep Pennsylvania Beautiful President Shannon Reiter, and 2011 Miss America Teresa Scanlan were among those on hand to help kick off the event. The Philly Spring Cleanup focuses on cleaning up neighborhood parks, recreation centers, city blocks, schools and vacant lots throughout the city. This year there were over 252 project sites, empowering more than 12,570 volunteers to remove 1,240,360 pounds of trash and 149,860 pounds of recyclable materials from the streets of Philadelphia.

*Keep America Beautiful President, Matt McKenna (center) helps plant a ceremonial tree.*



*Keep Pennsylvania Beautiful President, Shannon Reiter (left) and Miss America join local residents to clean up Fairmount Park.*





## PA CLEANWAYS OF MIFFLIN COUNTY

### 2011 RECYCLING POSTER CONTEST

This year, PA CleanWays of Mifflin County gave students in grades 3 through 12 in the Mifflin County School District an opportunity to share their ideas of how recycling has impacted the world around them.

Aubrey McMullen from Mount Union Area High School was named winner overall and the grades 9-12 first place winner. Other winners in grades 9-12 level were: second place, Braxton Knable; third place, Kelsey Lane, both from Mount Union Area High School. Grades 6-8: first place, Nicole Beach; second place, Morgan Watson; third place, Paige Kearns, all of Indian Valley Middle School. Grades 3-5: first place, MacKenzie Fultz, Union Elementary School; second place, Amber Schifano, Union Elementary School; third place, Andrew Weaver, Brown Elementary.

"By seeing things through their eyes, we hope to build broader awareness in our communities about recycling," says Pam Sechrist, PA CleanWays of Mifflin County Coordinator.



Winner overall submitted by Aubrey McMullen

## KEEP PENNSYLVANIA BEAUTIFUL WELCOMES YORK COUNTY AFFILIATE

Keep York County Beautiful, an affiliate of Keep Pennsylvania Beautiful, was formed on June 15<sup>th</sup>, 2011, with the support of the York County Commissioners and Penn State Cooperative Extension - York County - West Nile Virus Program. Keep York County Beautiful will serve York County minus the City of York, which is served by Keep America Beautiful affiliate Keep York Beautiful. Thomas Smith will serve as the Affiliate Coordinator. Mr. Smith works for the West Nile Virus Program as the program's Administrator.

The 2010 Keep Pennsylvania Beautiful illegal dump survey of York County, done in partnership with the Penn State Cooperative Extension - York County - West Nile Virus Program, identified 274 illegal dumpsites containing an estimated 263 tons of trash. Illegal dumpsites pose many threats to the health and safety of humans and wildlife, including giving mosquitoes a place to breed. West Nile Virus, carried by mosquitoes, has been a primary concern for environmental officials. An initial goal of Keep York County Beautiful will be to work with volunteer groups, municipalities, and community partners to get these sites cleaned and have them remain clean.

## ALLEGHENY CLEANWAYS

Through a grant from Valvoline and Keep America Beautiful, Keep Pennsylvania Beautiful, Allegheny CleanWays, and the Crescent Hills Civic Association worked together to coordinate a cleanup on Lincoln Road in Penn Hills Township on May 7<sup>th</sup>. Seven volunteers removed 12,520 pounds of trash and 170 tires. An additional 416 tires have been removed by the Allegheny CleanWays Dump Busters who have been working at the dumpsite since the cleanup. Additional trash has been collected and staged at the site to be removed later this fall. The Dump Busters will continue to work at the dumpsite until all the trash is removed. This site is a very active illegal dumpsite and has been an eye sore in the community for years. The Lincoln Road illegal dumpsite has been cleaned several times by the township in the past and Allegheny CleanWays is working with the county and local government to stop future dumping. The grant from Valvoline is associated with their new oil NEXTGen. Fifty percent of NEXTGen is recycled oil which has been re-refined.



Lincoln Road cleanup crew

## LISTING OF COMPLETED CLEANUPS FROM JANUARY 1 THROUGH JUNE 30, 2011

(Not including the 4,222 events from the Great American Cleanup of Pennsylvania)

### Allegheny County

January DumpBusters, Pittsburgh City, 1 site  
February DumpBusters, Pittsburgh City, 1 site  
March DumpBusters, Pittsburgh City, 7 sites  
April DumpBusters, Pittsburgh City, 6 sites  
May DumpBusters, Pittsburgh City, 2 sites  
June DumpBusters, Pittsburgh City, 6 sites  
Lincoln Road, Penn Hills Township  
McCombs Street, Pittsburgh City  
Negley Run, Pittsburgh City  
Nine Mile Run Watershed Cleanup, Pittsburgh City  
ORSANCO Riversweep, Pittsburgh City  
Sheraden, Pittsburgh City  
Tireless Event – Chateau Trail, Pittsburgh City  
Tireless Event – North Shore, Pittsburgh City  
Tireless Event – Rivers Casino, Pittsburgh City  
Wakefield Street, Pittsburgh City

### Bedford County

Bob's Creek Annual Cleanup, Lincoln Township  
Sweet Root Road, Bedford Township

### Blair County

Locke Mountain, Frankstown Township

### Bucks County

Silver Lake, Bristol Township

### Butler County

Butler Area School District Athletic Field, Butler City  
Miller Esker Cleanup, Worth Township

### Cambria County

Beldin Hollow Road, Gallitzin Township  
Fugitive Tire Cleanup, Hastings Borough  
Fugitive Tire Cleanup Swiggle Mountain,  
Jackson Township  
Hinkston Run, Middle Taylor Township  
Hufford Hill Road, Portage Township  
Oakridge Drive, Adams Township  
Pike Road, Jackson Township  
River Road, Elder Township  
St. Michael's Church Road, Adams Township  
Trout Run (Crichton McCormick Park), Kane run,  
Portage Township  
Willow Beach Road, Summerhill Township

### Clarion County

Whitmer Road & Henry Road, Licking Township

### Clinton County

3rd Annual Fishing Creek Streambank-Rt 150 Cleanup,  
Mill Hall Borough  
Glenn Road, Allison Township  
Stewart Hill Road, Leidy Township

### Cumberland County

Georgetown Crossing, Silver Spring Township  
South Locust Point Road, Monroe Township  
Wertz Run Road, North Middleton Township

### Elk County

Jackson Road, St. Marys Borough  
North Paul Road, St. Marys Borough

### Fayette County

Allison Road, Davidson Siding & East Ave.,  
Luzerne Township  
Baker Hill Road, German Township  
Craig Lane, North Union Township  
Davidson Siding, Luzerne Township  
Fallen Timbers Road, Springhill Township  
Hague Lane, South Union Township  
Jacob Creek Park, Bullskin Township  
Mt. Vernon & Zazado Road, Jefferson Township  
River Road, Lower Tyrone Township

### Fulton County

Licking Creek, Thompson Township

### Greene County

Pettit Road, Washington Township  
Turkey Knob Road, Greene Township

### Indiana County

Barkley, Swisco & Kennedy Roads, Conemaugh Township  
Bethel Church & Ream Roads, Center Township  
Bethel Church Road and Hilltop Road, Center Township  
Hilltop Road, White Township  
Hoodlebug Trail (between Omni and Floodway Park)  
Center Township  
Hutchinson Hollow Road, East Wheatfield Township  
Pepley Road, Washington Township  
Ray Road, Cherryhill Township

### Jefferson County

Brookville Historic District, Brookville Borough  
Center Hill Road, Knox Township

### Juniata County

Gregs Woods, Walker Township

### Lawrence County

Ellwood Area Cleanup Day, Ellwood City Borough  
Neshannock Creek Cleanup - Paper Mill Road to  
City of New Castle, New Castle City  
Neshannock Creek Cleanup - Towne Mall to  
N. Street Bridge, New Castle City

### Luzerne County

Hayfield and Deer Park Roads, Lehman Township

### Lycoming County

Oval Sinkhole Cleanup, Nippenose Township

### McKean County

Pine Grove Road, Annin Township

### Mifflin County

Atkinson Mills Road, Wayne Township  
Church Lane, Brown Township  
Church Lane (to Brown Twp. Line), Armagh Township  
Church Lane and Queen St. Ext., Brown Township  
Fairview Road, Oliver Township  
Greenwood Furnace Road, Union Township  
Havice Valley Road, Armagh Township  
Old Stage Road, Decatur Township

Ort Valley Road, Derry Township  
State Route 322, Brown Township  
Strodes Run Road, Granville Township

### Monroe County

West End Regional Park, Chestnuthill Township

### Montgomery County

Cynwyd Trail Cleanup, Lower Merion Township

### Northumberland County

Bunker Hill Ball Field, Coal Township

### Perry County

Lower Bailly Road II, Miller Township

### Philadelphia County

Harriton School Event, Philadelphia City  
Mayor Philly Event, Philadelphia City  
Peco Energy Cleanup, Philadelphia City

### Washington County

Arden Mines Road, Chartiers Township  
Intersection of Rural Valley Rd & Foster Rd.,  
Buffalo Township  
Little Daniels Lane, North Bethlehem Township  
Little Daniels Run, North Bethlehem Township  
Old Washington Road, Peters Township  
Penn Hill Road, Amwell Township  
Pike Run Road - Site 2 (SR 2036), West Pike Run Township  
Route 18 Site 2, Smith Township  
Valley Road, California University of PA

### Westmoreland County

Beaver Road, Hempfield Township  
Buddenmyer Road/Beatty Flats Road/Carney Road Ext., Unity Township  
Cribb Station Road, Hempfield Township  
Five Star Trail - Youngwood to Armbrust, Hempfield Township  
Fugitive Tire Roundup, Derry/Hempfield Townships  
Fugitive Tire Roundup, Ligonier Township  
Fugitive Tire Roundup, Murrys ville/North Huntingdon/Bell Townships  
Fugitive Tire Roundup, New Stanton  
Fugitive Tire Roundup, Penn Township  
Gaither Way, Greensburg City  
Hills Church Road, Murrys ville Borough  
Kregar Road, Donegal Township  
Lemmon Road/Sessi Road, Unity Township  
Meadowbrook Road, Penn Township  
Moore's Grove Road, Hempfield Township  
Murray Hill Road, St. Clair Township  
Old Salem Road #1011 to #1105, Hempfield Township  
Old William Penn Highway-Salem Twp, Salem Township  
Ridge Road/Matson Road, Ligonier Township  
Roaring Run Road/Tannery Road, Donegal Township  
Sardis Road - Crowfoot to Verner, Murrys ville Borough  
Sewickley Creek Watershed Association Cleanup, Hempfield Township  
Tarr Hollow/Bulltown Roads, Murrys ville Borough  
Tomajko Road, Sewickley Township  
Vandergriff, Allegheny Township  
Walton Tea Room Road (Rt. 30 to Rt. 136), Hempfield Township



For volunteer opportunities  
go to [keeppabeautiful.org](http://keeppabeautiful.org).



Kiski-Conemaugh Stream Team, Somerset County

Our vision is a clean and beautiful Pennsylvania. It is a vision we all share. A clean and beautiful Pennsylvania means quality of life for our residents, economic development and prosperity in our communities, a sense of pride, and a brighter future for our children.

#### **BUSINESS COUNCIL MEMBERS**

##### **\$5,000 + KPB BENEFACTORS**

Pennsylvania Beverage Association  
Pennsylvania Food Merchants Association  
Pennsylvania Waste Industries Association

##### **\$1,000-\$4,999 KPB PATRONS**

American Chemistry Council  
Keystone Sanitary Landfill  
Steel Recycling Institute  
Waste Management

##### **\$100-\$999 KPB ASSOCIATE**

BRAT Towing and Recovery, Inc.  
Professional Recyclers of Pennsylvania  
Greenstar

#### **NONPROFIT PARTNER**

Pennsylvania Downtown Center

## Since 1990 Statewide Statistics:

**85,694,676** Pounds of Trash Properly Disposed

**1,342,395** Hard Working Volunteers

**555,010** Tires Properly Disposed

**106,168** Miles of Road Cleaned

**19,478** Participating Communities

#### **KEEP PENNSYLVANIA BEAUTIFUL THANKS THE FOLLOWING FUNDERS FOR HELPING TO MAKE OUR PROGRAMS POSSIBLE.**

This list reflects support received from January 1 through June 30, 2011.

##### **COMCAST FOUNDATION**

**DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT, WASHINGTON**

**COUNTY COMMISSIONERS - LOCAL SHARE ACCOUNT FUND**

**DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES**

- Bureau of Recreation and Conservation

**DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES**

- Local Share Account Funds

##### **DEPARTMENT OF ENVIRONMENTAL PROTECTION**

- Bureau of Waste Management

- Coastal Resources Management

- Pennsylvania Household Hazardous Waste Program

##### **ENVIRONMENTAL FUND OF PENNSYLVANIA**

**HOME DEPOT - BUILDING HEALTHY COMMUNITIES GRANT**

##### **KEEP AMERICA BEAUTIFUL**

- Cigarette Litter Prevention Program

- Valvoline Instant Oil Centers

- Lowe's

##### **PALMETTO PRIDE**

**PENELEC FUND FOR THE FUTURE OF GREATER JOHNSTOWN AND THE**

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**TELECOM PIONEERS**

-Bank of America

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**WAL-MART COMMUNITY INVOLVEMENT PROGRAM**

**WASTE MANAGEMENT**



KEEP  
PENNSYLVANIA  
*Beautiful*

**Keep Pennsylvania Beautiful**

105 West 4th Street  
Greensburg, PA 15601-2981

(877) 772-3673 toll free

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Fax: (724) 836-1980

E-mail: [info@keeppabeautiful.org](mailto:info@keeppabeautiful.org)

Return Service Requested

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Empowering Pennsylvanians to make our communities clean and *Beautiful*.

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PENNSYLVANIA  
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shopping bag!

Keep Pennsylvania Beautiful is a state affiliate of Keep America Beautiful, Inc., the nation's largest volunteer-based community action and education organization.

If you are interested in supporting Keep Pennsylvania Beautiful please fill out and return the form below to:

Keep Pennsylvania Beautiful 105 West Fourth Street, Greensburg, PA 15601

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ COUNTY \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

**INDIVIDUAL OR FAMILY MEMBERSHIP:**

- ☐ \$15-99 Friend
- ☐ \$100-499 Sponsor
- ☐ \$500-999 Supporter
- ☐ \$1,000-4,999 Sustaining Member
- ☐ \$5,000+ Environmental Steward

**NONPROFIT PARTNERS**

- ☐ \$100 Nonprofit Partner

**BUSINESS COUNCIL MEMBERSHIP LEVELS:**

- ☐ \$100 - 999 Associate
- ☐ \$1,000 - 4,999 Patron
- ☐ \$5,000 - 9,999 Benefactor
- ☐ \$10,000+ Corporate Steward

**PLANNED GIVING**

If you are interested in making a legacy gift to Keep Pennsylvania Beautiful, please contact Shannon Reiter, President at [sreiter@keeppabeautiful.org](mailto:sreiter@keeppabeautiful.org).

**PLEASE CHARGE MY CREDIT CARD**

- ☐ VISA ☐ MASTERCARD ACCT # \_\_\_\_\_

EXP. DATE \_\_\_\_\_ SIGNATURE \_\_\_\_\_

Please make checks payable to Keep Pennsylvania Beautiful. A copy of Keep Pennsylvania Beautiful's registration and financial information may be obtained from the PA Department of State. Gifts to Keep Pennsylvania Beautiful are tax-deductible.