

FOR IMMEDIATE RELEASE

Keep Pennsylvania Beautiful Recognizes Road Adoption Volunteers and Encourages Statewide Participation

(November 30, 2017) – Keep Pennsylvania Beautiful invites local residents, organizations, civic groups, and businesses to commit to litter free communities by joining their statewide adoption program. The program is an option for most types of local areas, such as municipal roads, communities, parks, neighborhood blocks, greenways, waterways and trails.

There is no fee to participate and groups must agree to make safety a top priority, schedule two cleanups per year and report results to Keep Pennsylvania Beautiful after each cleanup. Keep Pennsylvania Beautiful will seek support from the local property maintainer/owner before proceeding with an adoption.

The program was developed to mirror PennDOT's Adopt a Highway program with the goal of reducing roadside litter on municipal roads, but the benefits go beyond esthetics. The volunteers have reported a sense of pride and community involvement, meeting new neighbors and helping the community.



"It's awesome to get out in the community and talk to neighbors along the way. It's great just to give back!" explained John Beidler from USW Local 10-00086 Next Generation. The local union adopted South Broad Street, Sumneytown Pike, West Point Pike and Garfield Avenue in Montgomery County in 2014. West Point Pike is a County road; the other three belong to Upper Gwynedd Township. Both entities support the adoption.

"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 helps mitigate the costs associated with cleaning up and encourages partnerships between local residents and municipalities. It's a win-win."

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.

Click [here](#) for more information or contact Stephanie Larson at slarson@keepbeautiful.org or 724-836-4121 x104. For information about adopting a state maintained road, visit the [PA Department of Transportation](#).

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 126 million pounds of litter from Pennsylvania's roadways, greenways, parks, forests, and waterways. To learn more about Keep Pennsylvania Beautiful, visit www.keepbeautiful.org.