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FOR IMMEDIATE RELEASE

Keep Pennsylvania Beautiful Earns Recognition at Keep America Beautiful National Awards Ceremony

Keep Pennsylvania Beautiful Praised for Statewide Community Improvement Initiatives

(March 28, 2019) – Keep America Beautiful, the nation’s iconic community improvement nonprofit organization, presented [Keep Pennsylvania Beautiful](http://www.keeppabeautiful.org) with a Diamond State Affiliate Recognition Award at Keep America Beautiful’s National Awards Ceremony, which took place during its recent National Conference in Baltimore, Maryland. The President’s Circle Award recognizes exemplary performance by certified affiliates of Keep America Beautiful in creating clean, green and beautiful communities.

In qualifying for the President’s Circle Award, Keep Pennsylvania Beautiful has met Keep America Beautiful’s standards of merit by administering initiatives to end littering, improve recycling, and beautify Pennsylvania’s communities. Keep Pennsylvania Beautiful was honored for its outstanding promotion of Keep America Beautiful’s mission statewide and for its program support for local affiliates in Pennsylvania, distinguishing itself as an exemplary statewide affiliate organization.

Keep Pennsylvania Beautiful earned the Diamond Award, the highest recognition, for its implementation of multiple community improvement programs, including:

- **Great American Cleanup of PA:** The Great American Cleanup of PA is Pennsylvania’s premier community improvement initiative. Since the inception of this annual event in 2004, over 2.2 million volunteers have picked up 103 million pounds of litter and waste, 226,395 pounds of scrap metal, 190,702 miles of roads, waterways, shorelines, and trails have been cleaned, and more than 192,252 trees, bulbs, and flowers have been planted.
- **Cigarette Litter Prevention Program:** The Cigarette Litter Prevention Program provides an opportunity to educate consumers on the hazards of cigarette litter and provides tools to change their behavior. Keep Pennsylvania Beautiful has been implementing the Cigarette Litter Prevention Program throughout Pennsylvania since 2010.

“We are honored to be recognized with the Diamond Award for the implementation of our statewide programming. Our goal has always been to provide our local residents with tools and resources that can be used to improve our communities. Many thanks to the volunteers of Pennsylvania for taking the initiative to keep our neighborhoods clean and beautiful,” said Shannon Reiter, President of Keep Pennsylvania Beautiful.

“One of our nation’s most effective grassroots community resources is our local affiliates, which engage millions of Americans in volunteer service each year,” said Keep America Beautiful President and CEO Helen Lowman. “Our affiliates provide real solutions that help create communities that are socially connected, environmentally healthy and economically sound. They enrich the communities they serve and help create opportunities for Americans to do beautiful things.”

Keep America Beautiful’s National Awards acknowledge the passion, dedication and impact of Keep America Beautiful’s affiliates, partner organizations and individuals from across the nation who share Keep America Beautiful’s vision of a country in which every community is a clean, green and beautiful place to live. Keep America Beautiful consists of a national network of more than 600 statewide and community-based affiliates whose programs and initiatives, supported by millions of volunteers, help transform public spaces into beautiful places.

About Keep Pennsylvania Beautiful

Keep Pennsylvania Beautiful's mission is empowering Pennsylvanians to keep our communities clean and beautiful. Since 1990, Keep Pennsylvania Beautiful and its volunteers have removed over 141 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. Keep America Beautiful strives to End Littering, Improve Recycling and Beautify America's Communities. Behavior change – steeped in education, research and behavioral science – is our cornerstone. We empower generations of community stewards 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 collaborative support of corporate partners, social and civic service organizations, academia, municipalities, elected officials, and individuals. Join us on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#). Donate and take action at kab.org.

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