

Shannon Reiter
President

NEWS RELEASE

FOR IMMEDIATE RELEASE

Release Date: May 15, 2019

Contact: Stephanie Larson

Tel: 877.772.3673

Email: slarson@keeppabeautiful.org

Web site: www.keeppabeautiful.org

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

Partners with The Shawnee Inn and Golf Resort



Whether intentionally put there or blown from trashcans, dumpsters, shopping carts or cars, every community has pockets of unsightly trash. [Keep Pennsylvania Beautiful](http://www.keeppabeautiful.org) has a program for local residents, organizations, civic groups, and businesses to be part of the solution. Their [statewide adoption program](http://www.keeppabeautiful.org/statewide-adoption-program) is an opportunity for locals to adopt and care for municipal roads, parks, neighborhood blocks, greenways, waterways and trails.

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 communities. 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.

River Road, a 10-mile stretch of roadway that [The Shawnee Inn and Golf Resort](http://www.shawneeinn.com) adopted in Delaware County in 2013, empowers visitors traveling from Interstate 80 to access the Delaware River, the Delaware Water Gap National Recreation Area and just about every natural amenity in the eastern Poconos. River Road provides visitors their first glimpse of the region and has a significant impact on their arrival experience.

"These national treasures are enjoyed by our guests and countless visitors to Pennsylvania every year. It is incredibly important to The Shawnee Inn and Golf Resort and the residents of the small village of Shawnee on Delaware, Pennsylvania that this paradise is clear of litter and preserved. Nothing delights us more than sharing our natural treasures with visitors from around the world. That is why we adopted River Road six years ago. We are so pleased that Keep Pennsylvania Beautiful has simplified our effort to organize cleanups," explained Jeromy Wo, Marketing Director, [The Shawnee Inn and Golf Resort](http://www.shawneeinn.com). "The Shawnee Inn and Golf Resort's adoption of River Road is only possible through the volunteerism of caring people and the partnership with Keep Pennsylvania Beautiful."

The Shawnee Inn Golf Resort is also participating in [Keep Pennsylvania Beautiful's Great American Cleanup of PA](#) that runs from March 1 through May 31 that provides free bags, gloves and vests for the cleanup volunteers through a partnership with PennDOT and Keep America Beautiful.

"We are so grateful that businesses like the Shawnee Inn and Golf Resort see the value in keeping our communities clean and beautiful. The benefits of removing roadside litter are broad. It sends a message to travelers that littering and dumping will not be tolerated, removes dangers to people, animals and maintenance equipment, makes our communities more attractive for residents, tourists and potential newcomers and increases property values and community pride. It really benefits everyone," said Shannon Reiter, President of Keep Pennsylvania Beautiful.

For more information about adopting a municipal road, park, neighborhood block, greenway, waterway or trail, visit KeepPABeautiful.org and click on Keep It or contact Stephanie Larson at 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 and search Adopt-a-Highway.

#

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.