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NEWS RELEASE

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

Partners with United Steel Workers District 10 / Next Gen



Litter or trash along Pennsylvania's roadways is not only unsightly, it can also be dangerous. Since 1990, [Keep Pennsylvania Beautiful](http://www.keeppabeautiful.org) has offered a program for local residents, organizations, civic groups, and businesses to be part of the solution. Their [statewide adoption program](#) is an opportunity for locals to adopt and care for municipal roads, parks, neighborhood blocks, greenways, waterways and trails in their own backyard.

The United Steel Workers District 10 L #412 / NextGen from the Georgia Pacific – Dixie, Lehigh Valley Pennsylvania Plant in Easton, Northampton County did exactly that. For two years, they have been making it their mission to keep Kuebler Road in Forks Township free and clear of trash. The plant is located on Kuebler Road.

"When we first started, we collected over a hundred pounds of trash in just 0.6 miles. That's just unreal, especially since it isn't a highway or thoroughfare area. But as we've been cleaning up, we've noticed now that the other businesses in the area are starting to be more proactive and are helping by maintaining their areas," said Brad Buffalo, a steel worker from USW District 10 L #412 / NextGen. "We work at the Dixie Plant and we're proud to take care of the area around which we work."

Adopting and caring for roads and areas creates a cleaner, more pleasant environment for everyone who lives, works, shops and enjoys recreational activities in and around those areas. The program also strengthens community ties as neighbors and merchants work together to keep their neighborhoods clean.

Buffalo explains, "There is a certain comfort and pride in being able to drive down the road in which you work and not see litter, cans, bottles, etc., just laying all over the roadside or in the lawns of businesses. To know that people have watched you clean their area, and in turn have taken up the act of being proactive themselves is a welcome sight. Also, you can learn a lot about the people you do the cleanup with, just by striking up conversations that you might not normally have time for."

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 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.

Forks Township provides the 'Road Work Crew' signs to alert motorists of roadway activity while the United Steel Workers volunteers clean Kuebler Road. The Township also allows the group to use their bins to dispose of trash and recyclables collected during cleanups.

"We are so grateful that groups like the United Steel Workers from the Lehigh Valley Plant and the Forks Township supervisors and road crew 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 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. "It's a great way to give back to your community."

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.

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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.