

## FOR IMMEDIATE RELEASE

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Stephanie Larson, Program Coordinator  
Keep Pennsylvania Beautiful  
Tel: (724) 836-4121 x113  
Email: [slarson@keeppabeautiful.org](mailto:slarson@keeppabeautiful.org)  
Web site: [www.keeppabeautiful.org](http://www.keeppabeautiful.org)

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### Keep Pennsylvania Beautiful Partners with Municipalities to Keep Communities Clean and Beautiful



Whether intentionally put there or blown from trashcans, dumpsters, shopping carts or cars, every community has pockets of unsightly trash. Keep Pennsylvania Beautiful has 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.

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.

Keep Pennsylvania Beautiful partners with local municipalities to help mitigate the costs associated with cleaning up by encouraging local residents to take ownership of their 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.

Such is the partnership with Upper Mount Bethel Township in Northampton County. John Bermingham, Chairman of the Board of Supervisors for the township believes the partnership is a win-win. "When I approached Keep Pennsylvania Beautiful about supporting our Upper Mount Bethel Clean-Up Program, they were more than willing and thanked us for doing it. They educated us on what to say to our volunteers and provided safety information about cleaning up roads that we did not think of ourselves. I encourage any municipality who wants to clean up their roads, to reach out to Keep Pennsylvania Beautiful for assistance. They are there to help train, educate and support any municipality who wants to keep Pennsylvania beautiful."

"We are so grateful that municipalities like Upper Mount Bethel see the value in participating in our programs. 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.

"With Keep Pennsylvania Beautiful's support, we have a group of citizens of all ages taking pride in our

Township. It brings our community together,” said Bermingham.

For more information about adopting a municipal road, park, neighborhood block, greenway, waterway or trail, visit [KeepPabeautiful.org](http://KeepPabeautiful.org) and choose Keep It or contact Stephanie Larson at [slarson@keeppabeautiful.org](mailto:slarson@keeppabeautiful.org) or 877.772.3673 x104. For information about adopting a state maintained road, visit the PA Department of Transportation at [www.penndot.gov](http://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](http://www.KeepPabeautiful.org).