

## FOR IMMEDIATE RELEASE

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## Registration is Now Open for Keep Pennsylvania Beautiful's PICK UP PENNSYLVANIA, supporting the Great American Cleanup



Keep Pennsylvania Beautiful has announced that registration is open for the 2020 Pick Up Pennsylvania, an initiative supporting the Great American Cleanup. This annual event begins on March 1 and ends on May 31. During this period, registered events can get free trash bags, gloves, and safety vests donated by the Department of Environmental Protection, PennDOT and Keep America Beautiful, as supplies last. Events can include litter cleanups, illegal dump cleanups, community greening and beautification, special collections and education events and must be registered at [gacofpa.org](http://gacofpa.org) to receive free cleanup supplies.

As part of this event, the Pennsylvania Department of Environmental Protection and Pennsylvania Waste Industries Association are sponsoring free or reduced cost trash disposal for registered program participants at participating landfills from April 1 through April 30, with prior approval.

During the 2019 event, 92,342 volunteers were instrumental in cleaning up over 6 million pounds of trash during 5,356 events held across the state. Groups, individuals and local governments participate in the annual initiative as a way to rally volunteers, reduce cleanup costs and be connected to a larger movement.

Keep Pennsylvania Beautiful is also encouraging state leaders to 'lead the way' with their newest initiative, Leaders for a Beautiful Pennsylvania. The initiative asks legislators and public officials to support community volunteers and improvement events in their service areas. To learn more visit [keeppabeautiful.org](http://keeppabeautiful.org) and Choose Keep It.

The results of a recent statewide study on litter, conducted by the Department of Environmental Protection, PennDOT and Keep Pennsylvania Beautiful, found that there are currently an

estimated 500 million pieces of litter on Pennsylvania roadways; it is estimated to be composed of over 37% cigarette butts and over 30% plastic items. Among other things, this litter pollutes our environment and affects our quality of life.

“We are so grateful to our volunteers, local officials and sponsors who make our premier community improvement initiative possible,” said Shannon Reiter, President of Keep Pennsylvania Beautiful. “Your help is needed more than ever. The responsibility of clean and beautiful neighborhoods belongs to all of us. Pick Up Pennsylvania provides tools and resources at no cost to our residents. If everyone picked up one bag of litter this spring, the results would be pretty powerful.”

To host an event or join a cleanup event near you visit [gacofpa.org](http://gacofpa.org). Questions can be answered by Michelle Dunn, Pick Up Pennsylvania Program Coordinator, at 877-772-3673 ext. 113 or [mdunn@keeppabeautiful.org](mailto:mdunn@keeppabeautiful.org).

Anyone participating in Pick Up Pennsylvania can earn cash prizes for their nonprofit or charity of choice by entering the groups Pick Up Pennsylvania Video Contest. To participate, send Keep Pennsylvania Beautiful a 60-second video of your event showing how you keep Pennsylvania beautiful. For details go to [gacofpa.org](http://gacofpa.org) and choose Video Contest.

Current 2020 Pick Up Pennsylvania supporters include: Coca-Cola, Columbia Gas of Pennsylvania funded by the NiSource Charitable Foundation, Pennsylvania Waste Industries Association, Lancaster County Solid Waste Management Authority, Pennsylvania Food Merchants Association, Sheetz and Wegmans.

If you are interested in becoming a supporter of the 2020 Pick Up Pennsylvania initiative contact Barb Christner at 724-836-4121 or [bchristner@keeppabeautiful.org](mailto:bchristner@keeppabeautiful.org).

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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).