

FOR IMMEDIATE RELEASE

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Registration Open for Keep Pennsylvania Beautiful's Pick Up Pennsylvania Community Improvement Initiative



Keep Pennsylvania Beautiful has announced that registration is open for the 2021 Pick Up Pennsylvania, a community improvement initiative. This annual event, beginning on March 1 and ending on May 31, offers registered participants free trash bags, gloves, and safety vests provided by support from the Pennsylvania 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 keeppabeautiful.org to receive free cleanup supplies.

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

The results of a pre-pandemic statewide study on litter, conducted by the Pennsylvania Department of Environmental Protection, PennDOT and Keep Pennsylvania Beautiful, found that there is an estimated 500 million pieces of litter on Pennsylvania roadways. Among other things, this litter pollutes our environment and affects our quality of life.

"There is an urgent need for systems to properly manage our municipal waste, but we also need to change behaviors to stop litter from happening in the first place. Until that happens, we want to provide the tools and resources our residents need to make a difference locally," said Shannon Reiter, President of Keep Pennsylvania Beautiful.

2021 participants are encouraged to observe the most recent social distancing guidelines and are encouraged to clean up in small groups, with family members or solo. To host an event, join an event near you or to inquire about free supplies and trash disposal, visit keeppabeautiful.org or contact Michelle Dunn, Pick Up Pennsylvania Program Coordinator, at 877-772-3673 ext. 113 or mdunn@keeppabeautiful.org.

Anyone participating in Pick Up Pennsylvania can earn cash prizes for their nonprofit or charity of choice by entering the Pick Up Pennsylvania Video Contest. To participate, send Keep Pennsylvania Beautiful a 60-second video of your event showing how you keep Pennsylvania beautiful. Your event must be registered with Pick Up Pennsylvania to participate. For details go to keeppabeautiful.org and choose Video Contest.

Current 2021 Pick Up Pennsylvania supporters include: Columbia Gas of Pennsylvania funded by the NiSource Charitable Foundation, Coca-Cola, Pennsylvania Waste Industries Association, Wawa, Luminent, Giant Eagle, Republic Services, Pennsylvania Food Merchants Association, and Wegmen's.

If you are interested in becoming a supporter of the 2021 Pick Up Pennsylvania initiative contact Shannon Reiter at 724-836-4121 or sreiter@keeppabeautiful.org.

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About Keep Pennsylvania Beautiful

Keep Pennsylvania Beautiful's vision is a clean and beautiful Pennsylvania. Since 1990, Keep Pennsylvania Beautiful has worked with hundreds of thousands of volunteers across the state to pick up nearly 147 million pounds of trash from Pennsylvania's roadways, waterways, greenways, vacant lots, forestlands and other community spaces. Keep Pennsylvania Beautiful's core programming focuses on litter and illegal dump prevention, cleanup, community greening, and proper waste handling and sustainable practices. Keep Pennsylvania Beautiful works with many partnering organizations on the state and grassroots level to accomplish our goal of a clean and beautiful Pennsylvania. Keep Pennsylvania Beautiful is the state affiliate of Keep America Beautiful, Inc., the nation's largest volunteer-based community action and education organization. To learn more about Keep Pennsylvania Beautiful, visit www.keeppabeautiful.org.