

FOR IMMEDIATE RELEASE

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Keep Pennsylvania Beautiful Invites Businesses to Adopt a Road or Area to Help Keep Local Communities Clean and Beautiful

~ Erie Business, Zenarii Apparel and Guide Services, Participates ~



(September 14, 2021) Pennsylvania Businesses are invited to participate in the Keep Pennsylvania Beautiful Road and Area Adoption Program. The program is available statewide for municipal roads, parks, neighborhood blocks, greenways, waterways and trails. Keep Pennsylvania Beautiful provides a sign recognizing the volunteers' efforts and the adopting group commits to keeping their road or area clean by coordinating a litter pick up twice a year. Adopters can get free supplies through Keep Pennsylvania Beautiful's Pick Up Pennsylvania Program.

"Our program equips local businesses with the tools and resources they need to be stewards of their neighborhoods. Keeping the area surrounding your business clean and beautiful attracts more customers and makes it more appealing for other potential businesses to set up shop. We're asking businesses to set an example in their community. Clean and beautiful communities benefit the health and safety of the whole community," said

Shannon Reiter, President of Keep Pennsylvania Beautiful.

This logic resonated with Zenarii Apparel and Guide Services, located in Erie. The outfitters offer clothing and experiences for outdoor enthusiasts while supporting conservation and preservation efforts.

Proprietors, Maria and Wesley Stull, recently adopted a portion of Sampson Road that spans Greene and Summit townships in Erie County. "We picked a road that is surrounded by state game lands on both sides. It is such a beautiful stretch of road and now it's even more scenic without trash all over. We are lucky enough to have public land and we want the community to understand that we have to work together to keep it nice. Keep Pennsylvania Beautiful made sure we had everything we needed and worked with us each step of the way."

Both townships enthusiastically agreed to support the adoption and provide trash disposal options, as needed, for the twice a year litter pickups conducted by the Stulls.

Litter cleanups often divert municipal personnel from other, more essential tasks. Litter affects neighborhoods environmentally, socially and economically. The Keep Pennsylvania Beautiful Road and Area Adoption Program helps mitigate municipal cleanup costs.

“We are grateful for the municipalities who continue to support our program and for the local volunteers and businesses, like Zenarii, who continue to strive for a clean and beautiful Pennsylvania,” said Reiter.

The adoption program is available for individuals, groups, organizations and businesses. For more information about adopting a municipal road, park, trail or waterway, visit keppabeautiful.org and choose Programs or contact Stephanie Larson at slarson@keppabeautiful.org or 877.772.3673 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 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 148 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.keppabeautiful.org.