Dear Friends,

This summer, we saw the needle move on some key priority issues for Keep Pennsylvania Beautiful. One of the most exciting was the roll-out of the state’s first anti-litter messaging campaign, PA Fights Dirty: Every Litter Bit Matters is a meaningful education campaign focused on litter prevention. Have you seen or heard it? I think it hits the mark and is quite compelling.

Above all, the campaign underscores the role that we each play in the fight against litter. Our programs answer that call, as well. Please join thousands of Pennsylvanians this fall for a cleanup or other community improvement project. We’ll see you there.

Gratefully,

Shannon Reiter
President
Young Ambassadors of Pennsylvania
Meet Pennsylvania’s newest stewards
Through a partnership with the Pennsylvania Department of Transportation, the Young Ambassadors of Pennsylvania grant program seeks to build community stewardship and civic leadership in an engaging, and empowering way for Pennsylvania students. In addition to learning about the benefits of keeping Pennsylvania clean and beautiful, students will become ambassadors for our shared vision of a clean and beautiful Pennsylvania. To meet the Young Ambassadors, visit keeppabeautiful.org and choose Programs, Education, then Young Ambassadors of Pennsylvania.

Healing the Planet
Connecting people and communities through green spaces
In 2021, Keep Pennsylvania Beautiful partnered with The GIANT Company to award more than $30,000 to 43 organizations in Pennsylvania, Maryland, West Virginia and Virginia with the purpose of connecting families to green spaces and supporting environmental restoration efforts and community gardens. The projects range from: building infrastructure for a sustainable urban community garden with the goal of teaching young families how to grow vegetables in Philadelphia, planting native pollinator and wildlife meadows to improve water-atom and habitat in Ten-Lick Creek Watershed in Indiana County, providing city-wide compost bin locations in the City of Lancaster and so much more. To view the final report and other extraordinary projects, visit keeppabeautiful.org and choose Grants & Awards, then Grants and Healing the Planet.

“Strongly anticipate that this grant will cause citywide adoption of our programs.” - City of Tennytown

Community garden; Our Lady of Hope, Philadelphia.

Litter Hawk Youth Award Program
PA Fights Dirty: Every Litter Bit Matters

Teachers and youth in Pennsylvania are invited to participate in the Litter Hawk Youth Award Program. In response to Pennsylvania’s new anti-littering education campaign, PA Fights Dirty: Every Litter Bit Matters in Pennsylvania’s new anti-littering campaign, developed as part of the Wolf administration’s Litter Action Plan and in response to Keep Pennsylvania Beautiful’s 2019 Pennsylvania Litter Research Study.

The campaign is based on research that shows only 31% of Pennsylvanians approve of littering, but 40 to 50% litter. The goal of “Every Litter Bit Matters” is to educate Pennsylvania’s situational litterers, such as leaving trash on the ground, not to fill in or stand in, and to remind that Pennsylvania’s litter of tires added up and creates problems. In addition to making and saving dollars, the campaign includes a series of Instagram and Snapchat stories, Twitter posts and social videos. Visit dfsd.pa.gov/litter.

Pick Up Pennsylvania
Improving neighborhoods and waterways
Wind and rain wash litter into storm drains or directly into creeks and rivers that eventually flow to the ocean where it has devastating consequences for marine life, human health and coastal economies. To prevent litter from ending up in our waterways, Keep Pennsylvania Beautiful invites Pennsylvania residents to participate in Pick Up Pennsylvania, in support of the Ocean Conservancy’s International Coastal Cleanup. This annual event is an opportunity to improve neighborhoods and Pennsylvania’s waterways by coordinating or participating in litter cleanup efforts whether land or water based.

From September 1 through November 30, registered participants can receive free trash bags, gloves, and safety vests provided by the Pennsylvania Department of Environmental Protection, PennDOT, and the Ocean Conservancy, as supplies last. To register visit keeppabeautiful.org and choose Grants & Awards, then Litter Hawk and Healing the Planet.

2022 Litter Summit: November 1-2
Join us to celebrate successes, share and learn about progress made towards a litter free PA and network with peers to leverage our shared experiences to do more in 2023! Space is limited. To register, visit the homepage at keeppabeautiful.org.

2022 By the Numbers
Pick Up Pennsylvania Spring Totals (July 1)

- 4,120 Events
- 3,705,561 Pounds of trash & recyclables properly disposed
- 8,063 Miles of road and water
- 101,298 Tires, trash, trees, and flowers
- 22,365 Tires recycled/properly disposed

PA Fights Dirty: Every Litter Bit Matters in Pennsylvania’s new anti-littering campaign, developed as part of the Wolf administration’s Litter Action Plan and in response to Keep Pennsylvania Beautiful’s 2019 Pennsylvania Litter Research Study.

Visit keeppabeautiful.org for more information.

Look for Beautiful in your inbox - This is the last hard copy issue of Beautiful. We will continue to keep you up to date on our programs, grants, and resources available to you through our e-newsletter. Please make sure we have your email address. Call or email Heather Manhart: hmanhart@keeppabeautiful.org.

PA Fights Dirty: Every Litter Bit Matters

The state’s first anti-littering campaign

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