



## FOR IMMEDIATE RELEASE

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

Paul Capelli, Director of Communications | Yuengling  
Mobile: 508-728-1271 | Email: [pcapelli@yuengling.com](mailto:pcapelli@yuengling.com) | website: <https://www.yuengling.com>

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## Yuengling Celebrates 195th Anniversary with Keep PA Beautiful

*~ Yuengling partners with Keep Pennsylvania Beautiful and Keep America Beautiful for local community improvement event ~*



Yuengling employees clean Route 209 and Schuylkill corridors in Pottsville.

Through a partnership between Keep Pennsylvania Beautiful, D.G. Yuengling & Son, Inc. and Keep America Beautiful, Route 209 in Pottsville received extra care and attention by way of a roadway cleanup project.

On April 12, Yuengling employees and their family members met at Francis E. Lubinsky Park to sign in and receive supplies of bags, gloves and safety vests. As part of Keep Pennsylvania Beautiful's [Pick Up Pennsylvania community improvement program](#), [Yuengling](#) volunteers were shuttled to pick up trash along the Route 209 and Schuylkill River corridor leading into Port Carbon.

All told, 3,070 pounds of beverage and food containers, stray paper items, cigarette butts, glass bottles, tires and other litter commonly found along roads and public spaces were bagged within a span of two hours. The cleanup event highlights Yuengling's ongoing commitment to caring for our local communities and sustainability.

"As the Oldest Brewery in America, we have embraced the importance of preserving resources for 195 years," said Debbie Yuengling, 6th generation family member of D.G. Yuengling & Son, Inc. "By raising awareness and organizing clean up events, we look forward to bringing together all those who share our passion to care for our beautiful country."

"Litter negatively impacts our communities – the environment, waterways, property taxes, home values, tourism, businesses and the safety of our neighborhoods. Keep Pennsylvania Beautiful is grateful for our partnership with Yuengling and their staff for caring about keeping their community clean and beautiful. Their efforts are greatly appreciated and go a long way in helping to mitigate the negative effects of litter," said Heidi Pedicone, Director of Programs, Keep Pennsylvania Beautiful.

Keep Pennsylvania Beautiful, a state affiliate of Keep America Beautiful, Inc., has more than 30 years of experience in organizing volunteer-driven community improvement events.

Visit Yuengling's [website](#) to learn more about the company's sustainability programs. Visit [www.keeppabeautiful.org](http://www.keeppabeautiful.org) for more information on programs offered by Keep Pennsylvania Beautiful, including Pick Up Pennsylvania.

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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 158 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](http://www.keeppabeautiful.org).

**About D.G. Yuengling & Son, Inc.**

D.G. Yuengling & Son, Inc., the oldest brewery in America, is family-owned and operated since 1829. Principal beer brands include Yuengling® Traditional Lager, Light Lager, Black & Tan, Golden Pilsner, Premium, Light, Dark Brewed Porter, Lord Chesterfield Ale®, Oktoberfest, Yuengling Hershey's Chocolate Porter, FLIGHT by Yuengling, and Bongo Fizz. Production is supplied by two breweries in Pottsville, PA and one in Tampa, FL. A separate joint venture called The Yuengling Company was recently established with Molson Coors Beverage Company to expand production and distribution further west. Yuengling beer is currently available in 26 states. Experience Yuengling in Pottsville, PA by taking a free tour of America's Oldest Brewery and visiting our Museum & Gift Shop. Also dine, shop, and enjoy our year- round and seasonal-selection of beers at the Yuengling Draft Haus & Kitchen in Tampa, FL. For more information about Yuengling, fans are encouraged to follow the Yuengling [Facebook page](#), follow Yuengling on [Twitter](#) and [Instagram](#) or visit [www.yuengling.com](http://www.yuengling.com).