

**FOR IMMEDIATE RELEASE**

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## **Keep Pennsylvania Beautiful Welcomes New Affiliate, Keep Coatesville Beautiful**



Shakira Davis, Keep Coatesville Beautiful Affiliate Coordinator, and volunteers Susan Springsteen and Vincent Miles, participate in a cleanup of Lincoln Highway in Coatesville.

Keep Coatesville Beautiful has officially become an affiliate of Keep Pennsylvania Beautiful. Keep Coatesville Beautiful is supported by Coatesville 2nd Century Alliance, whose mission is to drive economic development in the City that enables the community to thrive.

To achieve this milestone, Keep Coatesville Beautiful successfully completed Keep Pennsylvania Beautiful's comprehensive Community Assessment. This vital process gathered crucial data across

six key areas: residents' attitudes towards litter and community image, existing litter prevention programs, community and beautification leaders, current waste and recycling policies, past and ongoing community revitalization efforts, and active volunteer groups. The insights gained will be instrumental in shaping a local plan aimed at transforming attitudes and behaviors around litter, recycling, beautification, and related issues.

Keep Coatesville Beautiful's strategic plan for the next three years will focus on implementing educational initiatives to engage youth in environmental activities and increasing outreach to educate residents on recycling, waste reduction, and proper disposal of hard-to-handle items. The group will also intensify efforts to identify and address illegal dumping hotspots, develop and promote litter prevention programs, and expand community beautification projects. Additionally, Keep Coatesville Beautiful is considering establishing a land bank or Main Street

program to address vacant properties and support economic revitalization efforts in the community.

"Keep Coatesville Beautiful represents more than just a cleanup effort—it's a movement to foster pride, resilience, and unity in our community. We're dedicated to creating spaces where residents feel empowered, inspired, and connected. Through collaboration and grassroots action, we can ensure Coatesville reflects the strength and beauty of the people who call it home," said Shakira Davis, Keep Coatesville Beautiful Affiliate Coordinator.

Davis, who is the Community Coordinator for Coatesville 2<sup>nd</sup> Century Alliance, will serve as coordinator for Keep Coatesville Beautiful affiliate programs. She can be reached at [shakira@2ndCenturyAlliance.org](mailto:shakira@2ndCenturyAlliance.org) or (215) 779-4098.

"Keep Pennsylvania Beautiful is delighted to congratulate and welcome Keep Coatesville Beautiful to our network. We extend our gratitude to Coatesville 2nd Century Alliance for their invaluable support and recognition of the benefits our programs, tools, and resources bring to residents. Together, we look forward to enhancing existing initiatives and warmly welcome Coatesville 2nd Century Alliance to our Affiliate Network," said Shannon Reiter, President of Keep Pennsylvania Beautiful.

For more information about Keep Pennsylvania Beautiful's local affiliates, visit [keeppabeautiful.org](http://keeppabeautiful.org) and choose Affiliate Network. To inquire about starting an affiliate, contact Kylie McCutcheon at [kmccutcheon@keeppabeautiful.org](mailto:kmccutcheon@keeppabeautiful.org) or 724-836-4121 x114.

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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).