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Keep Pennsylvania Beautiful Expands Board with Sustainability and Communications Leaders



(from left) Simon Jørn Arentsen, PepsiCo Beverages North America; Russell Bedell, Director of Communications, Columbia Gas of Pennsylvania & Maryland; Catherine Cremeans, Laboratory Manager, Marathon Petroleum; Celina Seftas, Director of Sustainability, Juniata College.

Keep Pennsylvania Beautiful is proud to announce the appointment of four distinguished professionals to its Board of Directors. These new members bring a wealth of experience and a shared commitment to environmental stewardship that will help advance the organization's mission to empower Pennsylvanians to make our communities clean and beautiful.

Joining the Board are:

Simon Jørn Arentsen, Sales Director, PepsiCo Beverages North America

Russell Bedell, Director of Communications, Columbia Gas of Pennsylvania & Maryland

Catherine Cremeans, Laboratory Manager, Marathon Petroleum

Celina Seftas, Director of Sustainability, Juniata College

"We are thrilled to welcome Simon, Russell, Catherine, and Celina to our Board," said Shannon Reiter, President of Keep Pennsylvania Beautiful. "Their diverse backgrounds and leadership in

sustainability, communications, and environmental science will be invaluable as we continue to expand our reach and impact across the Commonwealth.”

Each new Board member shared their perspective on joining Keep Pennsylvania Beautiful and how they hope to contribute to its mission.

Simon Jørn Arentsen, Sales Director for PepsiCo Beverages North America shared, "I was drawn to this opportunity because it represents the intersection of purpose and personal legacy. From a young age, my mother taught me the importance of being a steward of both people and the natural world. Serving on the Keep Pennsylvania Beautiful Board allows me to carry that forward, helping to safeguard our shared environment and strengthen the communities that define who we are. I hope to contribute a blend of strategic vision and practical leadership that can accelerate Keep Pennsylvania Beautiful's impact, building coalitions, mobilizing resources, and inspiring action at scale to turn sustainability from aspiration into everyday practice."

Russell Bedell, Director of Communications at Columbia Gas of Pennsylvania & Maryland, added, "It's an honor to join the Board of Keep Pennsylvania Beautiful, and I'm thrilled to be part of a team dedicated to protecting the natural beauty of our Commonwealth. I look forward to upholding KPB's commitment to strengthening our communities and ensuring that Pennsylvania remains a clean, safe, and vibrant place for generations to come."

"I am pleased to join the board of directors at Keep PA Beautiful. MPLX has a strong focus on environmental stewardship which pairs well with my personal passion to serve my community and this opportunity to lead Keep PA Beautiful," said Catherine Cremeans, Laboratory Manager at Marathon Petroleum.

Celina Seftas, Director of Sustainability at Juniata College, remarked, "I'm honored to join the Keep Pennsylvania Beautiful board because I have seen firsthand how action-oriented and empowering this organization has been to create environmental change. KPB has a strong track record of supporting communities by providing resources, grants, and leadership. I'm especially excited to help support opportunities for young people to take on leadership roles and become active stewards of their environment."

Keep Pennsylvania Beautiful works with communities, businesses, and government agencies to promote litter prevention, waste reduction, and beautification efforts statewide. The addition of these new Board members reflects the organization's ongoing commitment to building strong partnerships and fostering innovative solutions for a cleaner, greener Pennsylvania.

To learn more about Keep Pennsylvania Beautiful, explore volunteer opportunities, or support its programs, visit 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 162 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.