

FOR IMMEDIATE RELEASE

October 28, 2025



Stephanie Larson, Communications and Program Manager

Keep Pennsylvania Beautiful

Tel: (724) 836-4121 x104

Email: slarson@keeppabeautiful.org

Website: www.keeppabeautiful.org

Keep Pennsylvania Beautiful Welcomes Newest Affiliate, Keep Hanover Beautiful



Hanging baskets, installed by Main Street Hanover, create a welcoming and enjoyable environment for residents and visitors alike. Photo credit: Hanover Borough Public Works Department and Main Street Hanover.

Keep Hanover Beautiful has officially become an affiliate of Keep Pennsylvania Beautiful. The new affiliate will be hosted by Main Street Hanover, Inc., a nonprofit community organization that works to expand the economic capacity of downtown Hanover, York County, thus improving the business environment, enhancing the quality of place, and increasing community collaboration.

To achieve this milestone, Keep Hanover 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 Hanover Beautiful aims to explore opportunities to enhance the city's public spaces and overall environment. The initiative hopes to support the creation or improvement of green areas, such as pocket parks or street planters. Potential efforts may also include encouraging stewardship through programs like Keep Pennsylvania Beautiful's Land Steward Program to

keep alleys and event venues litter free and considering infrastructure that supports public space recycling.

"Becoming an affiliate organization of Keep Pennsylvania Beautiful is an exciting step forward for Main Street Hanover. This partnership strengthens our commitment to revitalizing and beautifying our downtown while empowering our community to take pride in the place we call home. When we all work together to keep our streets clean and welcoming, we create a downtown that reflects the heart of Hanover—vibrant, cared for, and full of possibility," said Moriah Tyler, Executive Director of Main Street Hanover, Inc.

Tyler will serve as coordinator for Keep Hanover Beautiful affiliate programs. The affiliate can be reached at mtyler@mainstreethanover.org or 717.637.6130 extension #101.

"Keep Pennsylvania Beautiful is delighted to congratulate, and welcome Keep Hanover Beautiful to our network. We extend our gratitude to Main Street Hanover for their invaluable support and recognition of the benefits our programs, tools, and resources bring to residents of Hanover. Together, we look forward to enhancing existing initiatives and warmly welcome Keep Hanover Beautiful and Main Street Hanover 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 and choose Affiliate Network. To inquire about starting an affiliate, contact Kylie McCutcheon at 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 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.