

FOR IMMEDIATE RELEASE

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Reading to Host the Keep Pennsylvania Beautiful 2026 Annual Conference

Local Businesses Invited to Support Community Resilience, Beautification, and Environmental Equity

The City of Reading and Keep Pennsylvania Beautiful are proud to announce that the [2026 Keep Pennsylvania Beautiful Annual Conference](#) will be held **October 14–15, 2026**, at the **DoubleTree by Hilton Hotel Reading**. This year's theme, **Connecting Nature, Community, and Equity**, reflects a growing statewide commitment to building cleaner, greener, and more resilient communities for all Pennsylvanians.

The conference will bring together affiliates, municipal leaders, environmental organizations, volunteers, youth groups, and community advocates from across the Commonwealth. Over two days, participants will explore innovative strategies for litter prevention, community revitalization, urban greening, environmental justice, and local resilience planning.

A Call to Reading's Business Community

As Reading continues to strengthen its own resiliency efforts, from neighborhood cleanups and community gardens to stormwater improvements and equitable access to green space, local businesses play a critical role in shaping a cleaner, safer, and more vibrant city.

Businesses are encouraged to:

- **Sponsor conference programming** that highlights Reading's leadership in community-driven environmental work
- **Send staff to attend sessions**, workshops, and networking events
- **Showcase local products, services, and innovations** that support sustainability and community well-being
- **Partner with local organizations** on beautification, volunteerism, and environmental equity initiatives

By supporting the conference, businesses can help advance environmental stewardship in Reading while strengthening the city's reputation as a statewide leader in collaborative, community-centered resilience.

Conference Highlights

- Keynote speakers on environmental equity, community revitalization, and statewide beautification efforts

- Workshops on litter prevention, urban forestry, youth engagement, and sustainable community design
- A Downtown Reading Art Walk celebrating local artists and public art
- The “Roots & Rivers: A Reading Welcome” reception, honoring the Schuylkill River, Reading’s cultural diversity, and the city’s growing environmental leadership
- Networking opportunities with statewide partners, funders, and innovators

“We are thrilled to bring the 2026 Keep Pennsylvania Beautiful Annual Conference to the City of Reading. This year’s theme, Connecting Nature, Community, and Equity, reflects the important work happening in communities across Pennsylvania to create cleaner, greener, and more resilient places to live, work, and play. Reading’s commitment to neighborhood revitalization, environmental stewardship, and community engagement makes it an ideal host city. We look forward to welcoming leaders, volunteers, educators, businesses, and community advocates from across the Commonwealth for two days of learning, collaboration, and inspiration. Together, we can strengthen partnerships, share innovative solutions, and continue building vibrant communities that benefit all Pennsylvanians,” said Shannon Reiter, Executive Director, Keep Pennsylvania Beautiful.

Registration & Sponsorship

Conference details and registration can be found on the Keep Pennsylvania Beautiful website, keeppabeautiful.org.

For sponsorship opportunities, please contact Deb Woolley at dwoolley@keeppabeautiful.org.

A Statewide Gathering, A Local Opportunity

Hosting the 2026 conference is an opportunity for Reading to shine and showcase our progress, uplift our neighborhoods, and strengthen partnerships that support long-term community resilience. We look forward to welcoming partners from across Pennsylvania to Reading for an inspiring and impactful conference.

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About Keep Pennsylvania Beautiful

Keep Pennsylvania Beautiful is a nonprofit organization dedicated to empowering Pennsylvanians to keep their communities clean and beautiful. Since 1990, Keep Pennsylvania Beautiful has supported hundreds of thousands of volunteers across the state in their community improvement efforts. Through education, volunteer engagement, and community improvement programs, the organization works to reduce litter, increase recycling, beautify communities, and promote environmental stewardship across the Commonwealth. Keep Pennsylvania Beautiful works with many partnering organizations on the state and grassroots level to accomplish the 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.