



For Immediate Release
From Keep Tennessee Beautiful

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Thousands of Tennessee Volunteers Mobilize for Great American Cleanup™ Twentieth Anniversary

Memphis, TN (February 28, 2005) – The nation’s largest annual community improvement program celebrates a milestone kick-off on March 1st when Keep America Beautiful’s (KAB) Great American Cleanup™ (GAC) becomes twenty years old!

The signature campaign, which runs through May 31st, enlists and supports countless volunteers to take greater individual responsibility to clean, beautify, and improve their communities. Activities are planned from coast to coast including litter pick-ups, cleanups of illegal dumps and shorelines, recycled clothes collections, tree and flower plantings, and educational workshops. More than 2.3 million volunteers are expected to clean and improve 15,000 communities nationwide. For the third consecutive year, President George W. Bush and Mrs. Laura Bush will serve as Honorary Chairs.

Keep Tennessee Beautiful (KTnB), a state affiliate of Keep America Beautiful, has been leading local efforts of the spring spruce-up across the state since 1999. Last year in Tennessee, 94 of 95 counties participated in GAC, engaging more than 171,760 volunteers, and hosting more than 2,100 events in 1,070 communities. Support has continued to grow as community leaders and citizens recognize that cleaner communities create a greater sense of civic pride, eliminate blight, and instill a feeling of safety where they live, work and play.

A new focus of GAC this year will be cigarette litter awareness, as KAB recently launched its Cigarette Litter Prevention Campaign, a public awareness campaign designed to educate the American public about our nation’s most littered item—cigarettes, cigarette butts and filters, matches, lighters and packaging. It will emphasize changing individual’s cigarette littering behavior by building a sense of awareness and responsibility in smokers. Whether picking up traditional litter or cigarette litter, KAB and KTnB encourage individuals, churches, companies, schools, the non-profit sector and municipalities to get involved in the celebration by making a difference in their communities.

The national sponsors of this year’s campaign include: American Honda Motor Company, Inc., Cingular Wireless, Firestone Complete Auto Care & ExpertTire & Tires Plus, GLAD® ForceFlex™ Trash Bags from The Glad Products Company, Sparkle® Paper Towels from Georgia-Pacific Corporation, Pepsi-Cola Company, The Scotts Company, Troy-Bilt®, Waste Management, Inc., and Wm. Wrigley Jr. Company. Educational Partner: Rubber Manufacturers Association.

About Keep Tennessee Beautiful.

Keep Tennessee Beautiful is a department of Extended Programs at the University of Memphis, and state affiliate of Keep America Beautiful, Inc. Funded by the Tennessee Department of Transportation, KTnB is the volunteer state's agency working with all counties, including 25 local KAB affiliates, to make a cleaner, safer Tennessee. For more information on how you can get involved in a Tennessee GAC event, please call (888) 862-5326 or visit our website at www.KTnB.org.

About Keep America Beautiful, Inc.

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. This national nonprofit forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. The **Great American Cleanup™** is one of its many programs that encourage people to care for communities through volunteer participation. For more information, visit www.kab.org.



Sponsored by Tennessee
Department of Transportation

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Keep America Beautiful® Offers 20 Tips for Maintaining Safe, Clean, Healthy Communities

In celebration of Keep America Beautiful's Great American Cleanup™ Twentieth Anniversary, here are 20 great tips for improving community environments for everyone to enjoy year-round:

- Work with the local civic groups to identify and eliminate eyesores, and beautify the local environment.
- Pick up a piece of litter every day.
- Keep a litter bag in your car or your recreational vehicle so you dispose of litter properly.
- Create a trash fishing contest in your waterway to increase awareness about illegal dumping and littering.
- Write a letter to the editor of your local newspaper asking others to respect public lands and keep them clean.
- Help your local schools conduct recycling drives and cleanup projects.
- Create a beautiful green space by planting trees and shrubs in an area in need of improvement.
- Ask local businesses to adopt a spot and take care of it.
- Paint and fix up playground equipment.
- Organize a paint-out with family and friends, and create a community paintbrush mural over a wall of illegal graffiti.
- Recycle your old tires.
- Report graffiti to your local authorities.
- Donate your old computer equipment or dispose of it properly.
- Conduct a recycling drive in your neighborhood or your business
- Volunteer to help your employer conduct paper recycling drives at work.
- Donate gently used clothes to needy organizations and shelters, and identify other items that you can reuse.
- Compost yard and food waste and seek advice if you don't know how.
- Find out how pollution in storm drain runoff can impact our aquifers and ecosystems, and be passionate about doing your part to reduce litter and solid waste.
- Ask your local government officials to establish regular community improvement activities, and to support and promote volunteer efforts.
- Help your library establish an environmental corner that offers books and other educational materials about taking care of the Earth.