



FOR IMMEDIATE RELEASE

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**TENNESSEE GREAT AMERICAN CLEANUP™ PARTICIPANTS COLLECT
627 GARBAGE TRUCKS WORTH OF TRASH AND MATERIALS!**

Memphis, TN, July 16, 2004 - Tennessee volunteers from the nation's largest annual community improvement campaign, Great American Cleanup™ (GAC), literally swept the backyards of hundreds of communities across the state this spring. A signature event of Keep America Beautiful, Inc. since 1985, GAC mobilizes community leaders and volunteers nationwide to take action to improve their local environments. Ninety-four out of 95 counties in Tennessee participated in GAC events ranging from litter pick-ups and landscaping projects to clothes recycling and educational workshops. Not only were communities left clean and green, 171,766 volunteers clocked 464,135 work hours benefiting the state with free, dedicated labor valued at \$2,390,295!

Keep Tennessee Beautiful is grateful to the GAC county coordinators for sponsoring a huge increase over last year in number of events (up 73%), for working longer hours (28% increase) and for new educational outreach to 54,375 people. Edith Heller, State Leader for Keep Tennessee Beautiful, said " Nearly ¼ million people worked for and learned environmental improvement, showing strong increases in litter collection (77%), recycling collection (125%), and removal of illegal dumpsites (72%). Put together, these wonderful folks would fill up Neyland, Adelphia and Liberty Bowl Stadiums and they collected the equivalent of 627 garbage trucks of materials!"

The 2004 Summary Results reflect diverse stewardship efforts including cleaning-up dumpsites, removing graffiti and junked cars, and planting 32,051 trees and 270,804 flowers. The vast majority of participation was in Keep America Beautiful affiliate communities (Blount, Bradley, Bristol, Coffee, Davidson, Lincoln, Greene, Hamblen, Hamilton, Knox, Loudon, Maury, McMinn, Monroe, Roane, Sevier, Tipton, Union, Washington, Williamson counties and the cities of Gallatin, Jackson, Kingsport, and Memphis). The seventy-one non-affiliate counties had a strong increase of 19% more volunteers this year. Hawkins and Lawrence Counties each won a MTD Yard-Vac prize for quality programming during 2004.

Keep Tennessee Beautiful, a department of Extended Programs at the University of Memphis, is a state affiliate of Keep America Beautiful, Inc. KTnB programming is sponsored by the Tennessee Department of Transportation. KTnB and KAB thank this year's national sponsors for their support: AT&T Wireless, Firestone Tire & Service Centers, Georgia-Pacific Corp., LYSOL Brand Products, MOTRIN IB, Pepsi-Cola Company, Ruffies Trash Bags, Waste Management, Inc., Wm. Wrigley Jr. Company, Yard-Man by MTD, Ahold U.S.A., Hy-Vee, Inc., The Kroger Co., Clear Channel Spectacolor, and Rubber Manufacturers Association.

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NOTE: ATTACHMENT OF TNGAC SUMMARY RESULTS



Sponsored by Tennessee
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