



JOSEPH P. RILEY, JR.
MAYOR

City of Charleston
South Carolina

BARBARA W. VAUGHN
DIRECTOR
PUBLIC INFORMATION

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**KEEP CHARLESTON BEAUTIFUL HONORED BY KEEP AMERICA BEAUTIFUL
FOR HIGH PERFORMANCE ACHIEVED IN 2012**

Local Organization Recognized as Among the "Best of the Best" Nationwide

Charleston, SC – The City of Charleston’s Keep Charleston Beautiful received Keep America Beautiful President’s Circle Award during the Keep America Beautiful 60th anniversary National Conference, which recently took place in Washington, D.C. The President’s Circle Award recognizes exemplary performance made by certified affiliates of the national nonprofit in building and sustaining vibrant communities.

In qualifying for a President’s Circle Award, Keep Charleston Beautiful has met Keep America Beautiful’s standards of excellence by conducting an annual Community Appearance Index, calculating the affiliate’s cost/benefit ratio, and administering activities in the areas of litter prevention, recycling and waste reduction, and beautification and community greening.

“One of Keep America Beautiful’s most effective tools is the work of our grassroots network of affiliate organizations, which has an impact on millions of Americans each year,” said Keep America Beautiful President and CEO Matt McKenna. “Our affiliates are providing real solutions to local problems caused by litter, graffiti, illegal dumping and other community blight by engaging volunteers of all ages in its effort to create a vibrant community.”

Mayor Joseph P. Riley, Jr. said, “Keep Charleston Beautiful is successful because of the dedicated volunteers and supporters who give their time and efforts to ensure that our community stays clean and beautiful.”

Last year, 2,288 volunteers donated 7,836 hours to helping clean and beautify Charleston. These volunteers removed 2,783 bags of loose litter from the community and collected 74 dumped tires from natural areas. Keep Charleston Beautiful works year round with volunteer groups to help remove litter from public areas. Cleanup supplies are available to all volunteers thanks to support from PalmettoPride, Friends of Keep Charleston Beautiful, Keep America Beautiful, and the City of Charleston.

About Keep Charleston Beautiful

The City of Charleston's Keep Charleston Beautiful is an affiliate of Keep America Beautiful. They are dedicated to promoting the cleanliness and beautification of the City of Charleston through education, public awareness, and community involvement. Founded in 1977, Keep Charleston Beautiful works with local schools, businesses, and organizations to educate the community on the importance of litter prevention, waste responsibility, and community beautification. For additional information, please visit www.keepcharlestonbeautiful.org.

About Keep America Beautiful, Inc.

Keep America Beautiful is the nation's leading nonprofit that brings people together to build and sustain vibrant communities. With a strong national network of 1,200 affiliates and partners including state recycling organizations, we work with millions of volunteers who take action in their communities. Keep America Beautiful offers programs and engages in public-private partnerships that help create clean, beautiful public places, reduce waste and increase recycling while educating generations of environmental stewards. Through our actions, we help create communities that are socially connected, environmentally healthy and economically sound. For more information, visit www.kab.org.

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FOR MORE INFO:

Cameron E. Pollard, Communications Coordinator
Media Relations/Public Information
Phone: (843) 724-3746 Fax: (843) 724-3734
Email: pollardc@charleston-sc.gov