



CONTACT

Alicia Crudup

Tel: 601.953.1123

Email: keepjacksonbeautiful@gmail.com

KEEP AMERICA BEAUTIFUL AFFILIATE

FOR IMMEDIATE RELEASE

Keep Jackson Beautiful Awarded \$5,000 Grant from The UPS Foundation

Grant Provides Keep Jackson Beautiful Funding to Plant 20 Trees in all seven wards to Strengthen Jackson's Natural Infrastructure

Jackson, MS (April 1, 2019) - Keep Jackson Beautiful received a \$5,000 grant from The UPS Foundation as part of the 2018 Keep America Beautiful/UPS Community Tree and Recovery Tree Planting Grant Program.

The Keep Jackson Beautiful grant to be used for the Jackson Community Garden Initiative, is one of 19 grants totaling \$100,000 distributed throughout the country to Keep America Beautiful community-based affiliates. It's estimated that the grant recipients' projects will result in more than 1,200 trees being planted in support of local tree-planting initiatives.

As a result of Jackson's longtime food insecurity problem, Keep Jackson Beautiful is adamant about ensuring that they do their part to help reduce this community need. Over the years, statistics have characterized Hinds County in which Jackson resides, as consuming less than the recommended amount(s) of fruits and vegetables per day. Figures also show that 26% of Jackson residents have limited access to healthy foods which are a major contributor to them not consuming the recommended daily amounts. Keep Jackson Beautiful, with the support of this grant, will increase the number of healthy alternatives for citizens. Keep Jackson Beautiful will plant fruit trees in public spaces throughout Jackson with the goal of increasing access to/consumption of local fresh produce. Also, through this effort, our Eco Ambassadors will be provided with education and outreach opportunities such as creating trash-less tree trails and increasing their awareness of reduction levels of carbon dioxide (CO₂) and greenhouse gas emissions.

"Keep Jackson Beautiful is so excited to be able to plant long lasting roots in each ward of Jackson. We know that these fruit trees will not only add to Jackson's natural infrastructure but will provide fresh free fruit to local communities for years to come. "The great thing about planting these trees throughout all wards is that it will not only produce food, but will also enhance and expand Jackson's tree canopy, providing green infrastructure which will aid in decreasing carbon dioxide (CO₂) emissions," said Alicia Crudup, Executive Director of Keep Jackson Beautiful.

The Keep America Beautiful/UPS grant program provides grants for tree plantings that will have a greater likelihood of withstanding natural disasters in communities that have lost a significant number of trees because of a recent disaster. In addition, Keep Jackson Beautiful is working with our local UPS employees to engage them with providing volunteer support to plant the trees, and to fulfill our community improvement project.

"With natural disasters ranging from hurricanes to flooding to wildfires there is a critical need to focus significant attention on strategic tree plantings that can add to a community's resilience while replenishing the trees lost to these disasters," said Helen Lowman, Keep America Beautiful's president and CEO. "The UPS Foundation has been focused on this issue for years through its global tree-planting initiative. Keep America Beautiful is proud to be among the NGOs partnering with UPS to meet this fundamental global challenge."

Since 2011, Keep America Beautiful and The UPS Foundation have worked together to plant more than 11,200 trees throughout the country. The collaboration with Keep America Beautiful is part of The UPS Foundation's global tree-planting initiative intended to help sequester levels of carbon dioxide through

strategic plantings; emphasize the importance of native tree planting; or produce fruit from fruit trees for local consumption.

“Since 2003, UPS is honored to have worked with Keep America Beautiful, an organization whose mission is to inspire and educate people to take action every day to improve and beautify their community environment,” said Eduardo Martinez, president of The UPS Foundation and chief diversity and inclusion officer at UPS. “The UPS Foundation also advocates for creating more resilient communities. Through our Global Forestry Initiative, we plan to fund the planting of 15 million trees by the end of 2020. Awarding these grants to Keep America affiliates helps us make a real impact on environmental issues.”

The UPS Community Tree and Recovery Tree Planting Grant Program is one element of The UPS Foundation’s commitment to fund the planting of “15 Million Trees By 2020” in urban and rural areas around the globe. Last year, the program funded the planting of more than 2.7 million trees, bringing the number of total trees planted to over 12.5 million - 84 percent to its goal. Additionally, this past year two new countries - Austria and Nigeria - were added to the program. UPS has now planted trees in 56 countries around the world.

About Keep Jackson Beautiful

Keep Jackson Beautiful, Inc. (KJB), is a non-profit local affiliate of Keep America Beautiful, it offers comprehensive services such as environmental education programs and activities for schools and community groups, including but not limited to litter prevention, recycling, beautification, environmental literacy, capacity building, environmental stewardship, and civic engagement programs. Since 1964, KJB has worked effortlessly with community volunteers and the City of Jackson, MS to implement projects and programs aimed to improve the quality of life for residents and is dedicated to changing attitudes and behavior towards environmental issues. Through our specially targeted programs and activities, individuals develop a heightened awareness about environmental issues and stewardship while learning that individual and collective efforts can make a positive impact on environmental conditions. To learn more, or become a part of the effort, like us on Facebook, Twitter, Instagram or visit our website at www.keepjacksonbeautiful.com.

About Keep America Beautiful

Keep America Beautiful, the nation’s leading community improvement nonprofit organization, inspires and educates people to take action every day to improve and beautify their community environment. Established in 1953, Keep America Beautiful strives to End Littering, Improve Recycling and Beautify America’s Communities. We believe everyone has a right to live in a clean, green and beautiful community, and shares a responsibility to contribute to that vision. The organization is driven by the work and passion of more than 600 Keep America Beautiful affiliates, millions of volunteers, and the collaborative support of corporate partners, social and civic service organizations, academia, municipalities, elected officials, and individuals. Join us on Facebook, Instagram, Twitter and YouTube. Donate and take action at kab.org.

###