



KEEP AMERICA BEAUTIFUL AFFILIATE

FOR IMMEDIATE RELEASE

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Keep Jackson Beautiful Celebrates 55 Years with the 2nd Annual Kickoff of Keep Jackson Beautiful Month alongside the Great America Cleanup®

Volunteers Take Action to Clean, Restore and Renew Jackson's Beauty

JACKSON, MS., April 4, 2019 – Keep Jackson Beautiful will officially kickoff the Great American Cleanup® by hosting its 2nd Annual Keep Jackson Beautiful Month and celebrating its 55th anniversary of being incorporated.

The Great American Cleanup, the nation's largest community improvement program, kicks off in Jackson with Keep Jackson Beautiful Month starting on April 6, 2019. Keep Jackson Beautiful, which seeks a clean, green and more beautiful Jackson, announced today the kickoff of the annual Keep America Beautiful® Great American Cleanup®. The Great American Cleanup® is the nation's largest community improvement program that kicks off the first day of spring, March 20, and extends through June 20.

Each year, the Great American Cleanup® engages millions of volunteers and participants who take action in their local communities to create positive change and lasting impact. Keep Jackson Beautiful, along with other organizations in Keep America Beautiful's national network of more than 600 community-based affiliates, plan volunteer events and education programs that help to renew parks, recreation areas, waterways, remove litter and debris, reduce waste, improve recycling, plant trees, flowers and community gardens.

"We are excited to enter our 2nd year of Keep Jackson Beautiful Month. This year we will focus on our gardens and planting fruit trees in all wards," said Keep Jackson Beautiful Executive Director Alicia Crudup. "With litter and illegal dumpsites plaguing communities in Jackson, Keep Jackson Beautiful Month will be the catalyst to encourage the many students, businesses, neighborhood associations, churches and other community groups to do their part to keep our city clean and beautiful. "Our aim is to assist in the many efforts of solving Jackson's longtime food insecurity problem by not only planting fruit trees but beautifying these spaces as well. We will also be renaming our Capitol Street Garden after late Mayor Chokwe Lumumba, added Alicia."

Here is a snapshot of Keep Jackson Beautiful's events taking place in Jackson during April:

April 5th - Press Conference – Lot across from Voice of Calvary Ministries – 531 W Capitol Street - 10:00 am

April 6th - Kickoff Capitol Street Garden - Lot across from Voice of Calvary Ministries – 531 W Capitol St - 9:00 am – 1:00 pm

April 13th - Roll-off Dumpster Day - 8:00 am – 3:00 pm

April 26th - E-Waste Collection Day - 929 High Street Jackson – 8:00 am – 2:00 pm

April 30th – 6th Grade Earth Day Poster Contest Winners Announced

Other Communities will sign up and will posted via our website.

In 2019, Keep Jackson Beautiful's Great American Cleanup® participants:

- Cleaned 13 communities;
- Removed 2,000 bags of litter and debris for safer, cleaner communities;
- Cleaned and renewed over 100 lots;
- Collected more than 790 bags of items for recycling or reusing, including PET plastic bottles, and newspaper; and
- Maintained six community gardens.

“Working with Keep Jackson Beautiful, we can help advance environmentally and economically healthier communities, while making the important connection between people and their places,” said Helen Lowman, president and CEO, Keep America Beautiful. “The Great American Cleanup® is a great time to encourage your family, friends and neighbors to work together to transform Jackson’s public spaces into beautiful places.”

#cleanYOURblock

The 2019 Great American Cleanup® social theme – #cleanYOURblock – is a call-to-action to engage more volunteers and participants in public space cleanup, beautification and recycling events conducted by Keep America Beautiful affiliates nationwide. Once an individual becomes a Great American Cleanup® volunteer with their local Keep America Beautiful affiliate or partner, the national nonprofit’s goal is that they will be inspired to take that experience home to organize a similar, smaller-scale event in their own neighborhood ... even on their own block. Volunteers are encouraged to participate in a local cleanup – and/or conduct their own – and then celebrate their hard work afterwards.

“The objective of a ‘Clean Your Block’ is to provide an opportunity to spread the word on beautifying communities, educate and encourage volunteers to build a sense of community pride, promote stewardship, and offer experiences that help change behaviors with the goal of making a lasting, positive initiative on communities nationwide, block by block,” added Lowman.

National sponsors of the 2019 Keep America Beautiful Great American Cleanup® include the Altria Group, The Dow Chemical Company, The Glad Products Company, Niagara Bottling, Inc., Northrop Grumman Corporation and Sazerac Company. Local sponsors include City of Jackson, Lamar Advertising, The Mississippi Department of Environmental Quality, Lowes and UPS.

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, is the nation’s leading community improvement nonprofit organization. The organization inspires and educates people to take action every day to improve and beautify their communities. 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, beautiful community with a shared 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.

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