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## **For Immediate Release**

### **Keep the Midlands Beautiful Earns Keep America Beautiful President's Circle Award Recognition**

*Local Organization Recognized for Exemplary Performance, Standard of Excellence*

**Columbia, SC (February 10, 2017)**– Keep America Beautiful presented Keep the Midlands Beautiful with its President's Circle Award recognition at the recent Keep America Beautiful National Conference, which took place in Washington, D.C. The President's Circle Award recognizes exemplary performance by certified affiliates of the national nonprofit in creating clean, green and beautiful communities.

In qualifying for a President's Circle Award, Keep the Midlands Beautiful has met Keep America Beautiful's standards of merit by conducting an annual Community Appearance Index, calculating the affiliate's cost/benefit ratio, and administering activities in the areas of Ending Littering, Improving Recycling, and Beautifying the Midland's Community. Established in 1953, Keep America Beautiful consists of a national network of more than 620 community-based affiliates whose programs, initiatives and efforts, supported by millions of volunteers, help transform public spaces into beautiful places.

"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 COO Becky Lyons. "Our affiliates are providing real solutions that help create communities that are socially connected, environmentally healthy and economically sound."

"Keep the Midlands Beautiful is honored to once again be recognized nationally for our efforts. We strive to make a difference in the Midlands community. We have worked hard to educate citizens in the areas of recycling and litter prevention as well as partnered with many Midlands communities to help beautify public places and install playground equipment. In all, we are dedicated to improving our communities for us all to take pride in where we live, work and play", said Jacqueline Buck, Executive Director, Keep the Midlands Beautiful.

**Community Appearance Index-Litter Index:** The Keep America Beautiful Community Appearance Index-Litter Index is a tool used by its affiliates to visually assess overall appearance of communities through indicators such as litter, illegal signs, graffiti, abandoned or junk vehicles, and outside storage. A team of community, business and government representatives conduct the visual analysis using a scoring system ranging from 1-4, with "1" rated as "no litter" to "4" being "extremely littered." Each year, affiliates grade their communities during a drive-by examination of the same areas at the same time of the year. This provides an indication of the success of each community's anti-littering education and other anti-

littering programs.

**Cost/Benefit Analysis:** This measurement tool enables Keep America Beautiful affiliates to demonstrate their ability to leverage community resources by determining the dollar value returned to the community for every dollar invested by government.

The Keep America Beautiful National Conference, its premier educational and networking event, brought together more than 350 leaders from Keep America Beautiful's national network of affiliates, business leaders, policymakers and other experts who shared innovative ideas and proven strategies to help End Littering, Improve Recycling, and Beautify America's Communities.

The 2017 Keep America Beautiful National Conference was made possible through the support of some of America's leading companies, including: Title Sponsor – Wrigley Company Foundation; Leadership Sponsors – Altria, Lowe's and Santa Fe Natural Tobacco Company; Stewardship Sponsors – Anheuser-Busch, Steel Recycling Institute; Strategic Sponsors – Dr Pepper Snapple Group, Northrop Grumman; Supporting Sponsors – Foodservice Packaging Institute, Maryland Environmental Services and Owens-Illinois, Inc. Scholarships are provided by Altria, Dr Pepper Snapple Group and The Share Fund.

#### **About Keep the Midlands Beautiful**

Established in 1989 to serve Richland and Lexington Counties, the mission of Keep the Midlands Beautiful is to engage, inspire and educate the Midlands to invest in our community through litter prevention, recycling and beautification. Each year, thousands of Midlands residents volunteer to support this mission, including almost 375 groups regularly removing litter on area roads and waterways, schools and businesses coming together to implement recycling programs, and communities pursuing beautification projects. As a 501(c)3 organization we rely heavily on support from corporate partners, local businesses and dedicated individuals. [Keepthemidlandsbeautiful.org](http://keepthemidlandsbeautiful.org) and follow us on Twitter: [goodcleanfun803](https://twitter.com/goodcleanfun803)

#### **About Keep America Beautiful**

At Keep America Beautiful, we want to ensure that beauty is our lasting signature. A leading national nonprofit, Keep America Beautiful inspires and educates people to take action every day to improve and beautify their community environment. We envision a country in which every community is a clean, green, and beautiful place to live. Established in 1953, Keep America Beautiful provides the expertise, programs and resources to help people End Littering, Improve Recycling, and Beautify America's Communities. The organization is driven by the work and passion of more than 620 state and community-based Keep America Beautiful affiliates, millions of volunteers, and the support of corporate partners, municipalities, elected officials, and individuals. To donate or take action, visit [kab.org](http://kab.org). Follow us on [Twitter](https://twitter.com) and [Instagram](https://www.instagram.com), like us on [Facebook](https://www.facebook.com), or view us on [YouTube](https://www.youtube.com).

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