

## Keep the Midlands Beautiful

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## ***For Immediate Release***

### **Keep the Midlands Beautiful Receives Grant Funding to Support Litter Solutions**

Keep the Midlands Beautiful (KMB) received \$12,874 through PalmettoPride's Keep South Carolina Beautiful (KSCB) Annual Support Grant and an additional \$8,872 through PalmettoPride's Litter Prevention Grant to implement initiatives, programs, and projects designed to decrease litter in Lexington and Richland counties.

The KSCB Annual Support Grant provides local Keep America Beautiful (KAB) affiliates in South Carolina with a competitive financial opportunity to add additional resources that address specific local litter concerns.

Funds were awarded to KMB for litter programs in the community including the Adopt-A-Highway program, annual Lakeside Litter Sweep cleanup event of Lake Murray and the WasteWise program which provides foldable trash and recycling containers at no charge for events of all types and sizes. These are just a few examples of how the support and litter prevention grants will address litter issues through positive environmental, social and financial impacts.

Mallory Coffey, former KSCB State Leader said, "These funds will help Keep the Midlands Beautiful sustain and develop strategies and actions that address litter concerns in a fiscally responsible manner. The affiliates receiving these awards are national leaders in sustainable solutions."

Sarah Lyles, PalmettoPride Executive Director stated, "Supporting organizations like Keep the Midlands Beautiful directly impact the social, economic and environmental development of local communities."

"Keep the Midlands Beautiful is very excited to be a recipient of these two grants from PalmettoPride", said Ebonee Gadson, Executive Director of KMB. This funding, coupled with our collaborative partners and host of volunteers, will allow us to continue supporting positive change and community-wide involvement to alleviate litter and beautify the community."

For more information on KMB, contact Laura Blake-Orr at (803) 733-1139 or [Lblakeorr@kmb.org](mailto:Lblakeorr@kmb.org). For more information on PalmettoPride, email [info@palmettopride.org](mailto:info@palmettopride.org).

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*Keep the Midlands Beautiful, a nonprofit organization established in 1989, is an affiliate of Keep America Beautiful serving both Lexington and Richland counties. Our mission is to engage, inspire and educate the Midlands to invest in our community through litter prevention, recycling and beautification. We are a small organization making a big difference in the community with the help of approximately 6,000 dedicated volunteers each year.*

*PalmettoPride is working towards a litter-free South Carolina. Created as a legislative initiative to fight litter and help beautify South Carolina by engaging citizens to take action in their communities through education, enforcement, awareness and pickup. Keep South Carolina Beautiful is a division of PalmettoPride and is the state affiliate of Keep America Beautiful. KSCB oversees more than 35 affiliates across the state and provides them with resources, training, guidance, and funding. KSCB is responsible for more than 10% of the Keep America Beautiful national affiliate network growth in the last year.*

*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 700 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.*

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