

Keep the Midlands Beautiful

Contact: Laura Blake-Orr
Core Programs Administrator
803.733.1139
lblakeorr@kmb.org
keepthemidlandsbeautiful.org



April 1, 2022

For Immediate Release

Keep the Midlands Beautiful to Host Volunteer Litter Pickup honoring Earth Day

Columbia-area nonprofit Keep the Midlands Beautiful (KMB) will celebrate Earth Day by hosting a volunteer litter pickup of the Booker Washington Heights neighborhood in downtown Columbia, SC on Saturday, April 23, 2022.

The event, part of a series called Spotless Service Saturday, will run from 9 a.m. to 12:30 p.m. Volunteers will meet at a designated location (to be determined) to receive supplies and a safety briefing, then disperse to pick up litter along stretches of roadway in the Washington Heights neighborhood. KMB provides all necessary cleanup materials including litter grabbers, safety vests, work gloves, trash and recycling bags, hand sanitizer and disposable face masks.

Once the cleanup is complete, all participants will be invited to return supplies, receive thank-you gifts and lunch. The volunteer who collects the most trash will receive a prize basket provided by KMB.

KMB is hoping that business owners, civic organizations, churches, and area residents will unite to address the growing litter problem in this historic neighborhood. Volunteers are asked to pre-register at <https://bit.ly/kmbapril>.

The Spotless Service Saturday series hosted by Keep the Midlands Beautiful are litter pickup events led by KMB's staff which provide an opportunity for citizens to volunteer and make a tangible difference in the amount of litter in the environment while working alongside other concerned citizens in the community. This event coincides with The Great American Cleanup (GAC), an annual nationwide cleanup program initiated by Keep America Beautiful (KAB). Keep the Midlands Beautiful, a KAB affiliate, promotes the Great American Cleanup which officially begins on the first day of spring, March 21 and ends on the first day of Summer, June 22, 2022.

Interested parties are invited to visit <https://kmb.org> to learn more about upcoming events and ways to get involved in KMB's numerous litter prevention programs.

About Keep the Midlands Beautiful:

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.

###