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FOR IMMEDIATE RELEASE

RESULTS OF VOLUNTEER ACTIONS ADVANCE VISION OF CLEANER GREENER L.A.
*City Leaders Praise Volunteer Actions During 2007 Great American Cleanup as a New Movement
Begins for Litter Prevention, Waste Reduction and Beautification in Los Angeles*

LOS ANGELES (July 2, 2007) – The kinetic energy from volunteer actions to clean and green the city has accelerated the grassroots movement to meet the Mayor’s vision of Los Angeles becoming the cleanest and greenest big city in America. In the wake of the city’s national kickoff event for Keep America Beautiful’s Great American Cleanup held on March 3, the newly formed Keep Los Angeles Beautiful Advisory Board announced this weekend the results of its three-month campaign during the Great American Cleanup.

The Great American Cleanup took place between March 1 and May 31 and involved volunteers young and old from across the city. The results of Keep Los Angeles Beautiful’s three month campaign: 26,546 volunteers were registered; 101,320 volunteer hours were dedicated; 345 tons of litter were picked up with 41,155 trash bags collected; 5 tons of recyclables were diverted from landfills; 712 graffiti sites were painted over or removed; 136 miles of streets, train tracks, trails, rivers and shorelines were cleaned; and 1,058 trees were planted along with 1,500 flowers and bulbs.

Joined by City Council Members Bill Rosendahl and Tom LaBonge at the Bureau of Sanitation’s “Discover Recycling” open house in West Los Angeles, Board of Public Works President and Chair of Keep Los Angeles Beautiful Cynthia M. Ruiz praised the public’s volunteer participation and tremendous response to take personal responsibility in challenging the environmental threats of litter, pollution and blight.

“On the first day Los Angeles kicked off the city’s volunteer community improvement and

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beautification projects, we registered 1,502 volunteers, picked up 9.6 tons of trash, 1 ton of recyclables and removed 32,450 square feet of graffiti," said Ruiz. "In three months, 25,000 more volunteers joined to send a clear message about their environmental stewardship for a cleaner and greener Los Angeles and we are extremely proud of their hard work to improve our quality of life."

The other city and civic leaders that joined Council Members Rosendahl, LaBonge and Commissioner Ruiz included Rita L. Robinson, Director Bureau of Sanitation; Enrique C. Zaldivar, Solid Resources Management Executive Officer Bureau of Sanitation; Paul Racs, Director Office of Community Beautification; Lisa Sarno, Director Million Trees L.A.; and Christine Flowers-Ewing, Executive Director Keep California Beautiful.

Looking forward, Ruiz said that the movement to keep Los Angeles beautiful is only beginning and that greater public awareness and volunteer action is vital to learn the personal obligation each individual has to recycle, conserve and protect the environment. The campaign will focus on: personal responsibility in everyday actions and choices; partnerships between residents, businesses and government; education to effect behavior; and volunteerism to foster civic pride and sense of ownership in the community.

"Volunteer efforts not only engage individuals in the process of community improvement, they foster a sense of pride and ownership in the places where residents live, work, shop and play," said Keep America Beautiful President, G. Raymond Empson. "Keep America Beautiful is thrilled that Keep Los Angeles Beautiful motivated more than 26,000 volunteers during the Great American Cleanup and the results speak for themselves."

Keep Los Angeles Beautiful is a local affiliate of Keep America Beautiful and launched this year to draw public attention to litter prevention, waste reduction and beautification. The public education and participation campaign aims to promote volunteer cleanup action and the value of "greening" their communities through tree planting and beautification efforts.

The Great American Cleanup activities are expected to involve as many as 2.5 million people, volunteering more than 8 million hours to clean, beautify and improve 15,000 communities during 30,000 events in all 50 states. Activities will include beautifying parks and recreation areas, cleaning

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seashores and waterways, handling recycling collections, picking up litter and removing scrap tires, planting trees and flowers, and conducting educational programs and litter-free events.

The 2006 Great American Cleanup produced phenomenal results with over 228 million pounds of litter and debris collected; more than 2.5 million scrap tires and 37 million plastic (PET) bottles removed from the waste stream; 10,000 illegal dump sites cleaned; 38.5 million pounds of aluminum and steel recycled; over 5.5 million trees, flowers and bulbs planted and more than 6,000 miles of rivers, lakes and shorelines cleaned by the strength of over 2 million volunteers.

For more information on the “Keep Los Angeles Beautiful,” please call the Board of Public Works Office of Community Beautification at (213) 978-0228 or visit www.laocb.org.

About Board of Public Works

The five-commissioner Board of Public Works manages the Department of Public Works, the City’s third largest municipal division with a \$559 million operating budget. The department awards more than \$500 million in construction and personal service contracts annually, and oversees the construction, renovation, and operation of public projects such as municipal buildings, streets, bridges, street lights, water treatment plants, sewers and sidewalks, and provides essential public services like recycling and solid waste management. For more information, visit www.lacity.org/bpw/.

About Keep Los Angeles Beautiful

Keep Los Angeles Beautiful, commencing in 2007, is a citywide public awareness, education and beautification campaign led by the City of Los Angeles Department of Public Works. This campaign, affiliated with Keep American Beautiful, engages residents, businesses and governments in programs that prevent litter, promote the reduction of waste through reuse and recycling and beautification projects. Through public-private partnerships and strategic alliances, Keep Los Angeles Beautiful mobilizes thousands of volunteers to clean up, beautify and improve their neighborhoods, extending quality of life and protecting community environments. For more information, visit www.laocb.org.

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About Keep America Beautiful, Inc.

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. This national nonprofit forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community's environment. The Great American Cleanup™ is the organization's signature program that mobilizes millions of volunteers to improve their communities through hands-on participation. For more information, visit www.kab.org.

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