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LOS ANGELES (March 1, 2007) – Actor Iron Eyes Cody, the famous “Crying Indian,” is remembered today on the Hollywood Walk of Fame by the City of Los Angeles, Keep Los Angeles Beautiful and Keep America Beautiful. This memorial is prelude to the 2007 Great American Cleanup national kickoff at Los Angeles City Hall on Saturday, March 3. The image of the Native American, as portrayed by Cody, remains emblematic of the Great American Cleanup and his image reminds all Americans of their individual responsibility to preserve and protect America’s natural beauty.

“As we prepare for the 2007 Great American Cleanup, we pause to remember actor Iron Eyes Cody for his pioneering work for the environment,” said Cynthia M. Ruiz, President for the Board of Public Works. “As an icon for Keep America Beautiful, he remains a catalyst for change in reflecting the need to take pride in our communities and quality of life.”

“With a single tear, Iron Eyes Cody inspired an entire nation to take personal responsibility for the environment and their communities,” said G. Raymond Empson, President of Keep America Beautiful. “His spirit and the spirit of that landmark PSA campaign live on in our organization today.”

Keep America Beautiful’s award winning public service ad, which featured Cody’s now-famous face and tear, first aired on Earth Day 1971. Titled “*People Start Pollution, People Can Stop It*,” it went on to become one of the most successful and memorable campaigns in advertising history. This public service ad and the several versions that followed are credited with helping to fuel the fledgling environmental movement in this country.

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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.

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.

About Board of Public Works

The five-member Board of Public Works manages the activities of the Department of Public Works, the third largest municipal agency in Los Angeles. The Department of Public Works is responsible for construction, renovation and operation of public facilities and infrastructure ranging from curbside collection and graffiti removal to maintenance of sidewalks, bridges, sewers and streetlights, and from maintenance of wastewater treatment plants to design of public buildings. For more information, visit www.lacity.org/bpw/.

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