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FOR IMMEDIATE RELEASE

LIPKIS RECEIVES PRESIDENT'S AWARD FOR LIFETIME SERVICE

Honor To Be Bestowed At Keep Los Angeles Beautiful National Kickoff Event

LOS ANGELES (February 23, 2007) – Keep Los Angeles Beautiful announced today that Andy Lipkis, President and Founder of TreePeople, will receive the prestigious President's Call to Service Award at the Los Angeles kickoff for the 2007 Great American Cleanup for Keep America Beautiful. The volunteer service award, created by the President's Council on Service and Civic Participation, will be presented to Lipkis for his lifetime of dedicated commitment and civic participation in promoting the citizen forestry movement.

“Andy Lipkis is outstanding for his leadership on urban forestry and for integrating the issues of the environment and sustainability to the benefit of people across this city, nation and globe,” said Board of Public Works President Cynthia M. Ruiz. “This national recognition for a lifetime of service and achievements is an example and inspiration to challenge us all in engaging in community service.”

White House representative Edwin Piñero, the Federal Environmental Executive responsible to implement Administration policy on federal environmental stewardship, will present the President's Call To Service Award to Lipkis on Saturday, March 3 on the Spring Street steps of Los Angeles City Hall. Keep Los Angeles Beautiful anticipates more than 5,000 people to join in Keep America Beautiful's signature event that will include tree planting, litter pickup and graffiti removal in four areas around the Los Angeles civic center.

Los Angeles' Great American Cleanup National Kickoff activities are part of a larger national effort that is expected to involve close to 2.5 million people, volunteering more than

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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 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.

For the fifth consecutive year, President George W. Bush will be serving as Honorary Chair of the Great American Cleanup. Mrs. Laura Bush will also be joining him for the third consecutive year as Honorary Chair.

For more information on the "2007 Great American Cleanup" national kickoff event and "Keep Los Angeles Beautiful," please call the Department of Public Works Office of Community Beautification at (213) 978-0228, e-mail to communitybeautification@lacity.org or visit www.lacity.org/bpw.

About TreePeople

Started by teenagers in the 1970's, TreePeople has planted over two million trees in the greater L.A. area with the help of hardworking volunteers. As acknowledged leaders in the Citizen Forestry movement, TreePeople supports residents, students, government agencies, businesses and neighborhoods by providing the tools to take environmental action in their communities. TreePeople's latest project is to help Los Angeles Mayor Antonio Villaraigosa in his Million Trees LA Initiative. For more information, visit www.treepeople.org.

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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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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JT: 2-23-07