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***FOR IMMEDIATE RELEASE***

**VOLUNTEERS TAKE ACTION FOR A CLEANER, GREENER TOMORROW AS “KEEP LOS ANGELES BEAUTIFUL” KICKS OFF 2007 GREAT AMERICAN CLEANUP™**

*Clean-up and Beautification Efforts to Take Place Nationwide as Part of America’s Largest Community Improvement Event Led Nationally by Keep America Beautiful*

**LOS ANGELES (February 21, 2007)** – Volunteers across the country are rallying to improve their local parks, public spaces, waterways, hiking trails, sidewalks and streets by participating in Keep America Beautiful’s Great American Cleanup™, the nation’s largest annual community improvement program, which takes place from March 1 through May 31. Keep Los Angeles Beautiful will kick-off activities on Saturday, March 3, Los Angeles City Hall.

“Angelinos across the geography and diversity of this great city are rising up to improve their communities and keep Los Angeles beautiful,” said President of the Board of Public Works Cynthia M. Ruiz. “People, from every walk of life, are taking pride in their communities because it is a reflection of themselves – symbolic of their joy for life and for their quality of life.”

“Americans have always taken pride in the beauty of their communities and country, and Keep America Beautiful has been proudly leading the charge to take care of tomorrow today,” said G. Raymond Empson, president of Keep America Beautiful. “In its 22<sup>nd</sup> year, The Great American Cleanup continues to make a lasting impact by creating a cleaner, safer and more beautiful environment. Through litter and waste removal, recycling drives, beautification efforts and educational outreach, our volunteers are keeping America beautiful.”

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 8 million hours to

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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.

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.

Many of America's leading companies are dedicated to supporting and sponsoring the efforts for the 2007 Great American Cleanup and are providing in-kind donations and grants to aid in community improvement events. The national sponsors are: American Honda Motor Co., Inc., Firestone Complete Auto Care™ and TiresPlus™, GLAD® ForceFlex® Trash Bags from The Glad Products Company, Pepsi-Cola Company, Sam's Club®, The Scotts Miracle-Gro Company, Sparkle® Paper Towels from Georgia-Pacific Corporation, Sprint Foundation, Troy-Bilt®, Waste Management, Inc., and the Wm. Wrigley Jr. Company. Educational Partners: Rubber Manufacturers Association and The Wireless Alliance.

For more information on the "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 or e-mail to [communitybeautification@lacity.org](mailto:communitybeautification@lacity.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*

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*millions of volunteers to improve their communities through hands-on participation. For more information, visit [www.kab.org](http://www.kab.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/](http://www.lacity.org/bpw/).*

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