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***FOR IMMEDIATE RELEASE***

**LOS ANGELES' GREAT AMERICAN CLEANUP PRODUCES STAGGERING  
ONE-DAY RESULTS**  
**Department of Public Works Announces Tonnage of Litter and Recyclables Collected**

**LOS ANGELES (March 27, 2007)** – The Department of Public Works and Keep Los Angeles Beautiful announced today that more than 10 tons of litter and recyclables were collected on Saturday, March 3 at Keep America Beautiful's Great American Cleanup.

“On the day Los Angeles kicked off the city's community improvement projects, we registered 1,502 volunteers, picked up 9.6 tons of trash, 1 ton of recyclables, removed 32,450 square feet of graffiti and planted 1,129 trees,” said Board of Public Works President Cynthia M. Ruiz. “Angelenos clearly responded with their community and environmental stewardship to take action for a cleaner and greener Los Angeles, and we are extremely proud of their hard work and dedication to improve the quality of life for everyone.”

The kickoff results illustrate Los Angeles' first contribution to the nationwide Great American Cleanup community improvement program that will continue through May 31.

Keep Los Angeles Beautiful is a local affiliate of Keep America Beautiful and has newly formed to draw public attention to litter prevention, waste reduction and beautification. This public education and participation campaign aims to promote volunteer cleanup action and beautification to support the Mayor's goal of making Los Angeles the cleanest and greenest big city in America.

For more information on the “Great American Cleanup” and “Keep Los Angeles Beautiful,” please call the Board of Public Works Office of Community Beautification at (213) 978-0228, e-mail to [communitybeautification@lacity.org](mailto:communitybeautification@lacity.org) or visit [www.laocb.org](http://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](http://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 America Beautiful, engages residents, businesses and governments in programs that prevent litter and 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](http://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. The department 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/](http://www.lacity.org/bpw/).*

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