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***FOR IMMEDIATE RELEASE*****2007 LOS ANGELES GREAT AMERICAN CLEANUP LAUNCHES WITH A BANG  
Department of Public Works Champions “Clean and Green” Message**

**LOS ANGELES (March 3, 2007)** – Thousands gathered around Los Angeles City Hall today as Board of Public Works President and Event Chair Cynthia M. Ruiz and Senior Vice President and General Manager of the Great American Cleanup Gail Cunningham welcomed the large crowd to a captivating and memorable experience that blended music and entertainment with important environmental messages.

“Today, we are sounding a clarion call for all Angelinos and, by extension, the nation to reflect upon our role in the environment and to take pride in our neighborhoods through litter prevention, waste reduction through recycling and reuse, and beautification through planting trees and graffiti removal,” said Ruiz. “For a cleaner and greener future, we are asking you to become active stewards of the environment.”

The event signaled the start of the annual nationwide community improvement program that will continue to May 31 and celebrated the launch of Keep Los Angeles Beautiful. Keep Los Angeles Beautiful, as a local affiliate of Keep America Beautiful, is a newly formed education and volunteer participation campaign 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.

"As the newest affiliate in our national network, Keep Los Angeles Beautiful joins approximately 15,000 communities who engage over 2.5 million volunteers from coast to coast in the Great American Cleanup," said Keep America Beautiful President, G. Raymond Empson. "We look forward to the city's significant contributions to our 2007 efforts to make communities cleaner, greener and more livable."

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Highlighting the rally was Los Angeles Mayor Antonio R. Villaraigosa and New York Senator Hillary Clinton.

Mayor Villaraigosa addressing the crowd said, "Every day, city crews work hard to keep our streets and neighborhoods clean, but to make L.A. the cleanest and greenest big city in America we need everyone's help. I want to encourage every Angeleno to help clean up their neighborhood!"

Expanding upon the clean and green message to a national and global perspective, Senator Clinton said, "Government needs to get ahead of the climate-change issue and the clean-energy issue. It's time for us to take subsidies away from the oil companies and put them to work for cleaner, alternative, renewable energy."

To help kick off the Great American Cleanup effort, Bank of America Charitable Foundation contributed \$50,000 to Keep Los Angeles Beautiful. The funds will go toward the Mayor's Million Trees L.A. Initiative. Bank of America's charitable contribution to Keep Los Angeles Beautiful is part of the company's ongoing environmental efforts to reduce greenhouse gas emissions across its operations and to help communities in which it serves to do the same.

During the rally, Mayor Villaraigosa presented recycling awards to nine deserving Los Angeles Unified School District schools that shared \$10,000 in cash prizes. The Excellence in Recycling Awards went to Dahlia Heights, Canfield Avenue, Charnock Road, Harding, Pacific Palisades, Short and Van Gogh Street elementary schools, and Camino Nuevo and Kenter Canyon charter schools.

Following the rally, Mayor Villaraigosa with other dignitaries, community representatives and youth planted a tree on the north lawn of City Hall and dispatched hundreds of volunteers to clean-up sites around the civic center to plant trees and flowers, pick up trash and remove graffiti.

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 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.

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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.

Additionally in 2007, the Great American Cleanup will have a Hurricane Katrina Restoration Project in Gulfport, Miss., on March 20 and a New York City kickoff celebration on April 24 in Times Square.

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.lacity.org/bpw](http://www.lacity.org/bpw).

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, 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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