



GREAT AMERICAN CLEANUP™ GEORGIA

2010 Great American Cleanup

Green Starts Here!

Summary

For more than half a century, Keep America Beautiful has worked with its friends and neighbors to improve America's communities and the environment. Since our beginning in 1953, we have not only removed millions of pounds of litter and planted an untold number of trees and gardens, we have also instilled a sense of environmentalism in generations of children and adults. For each of the hundreds of thousands of volunteers, "Green Starts Here."

"Green Starts Here" at the side of a highway or the abandoned building lot, or the community garden or any of the thousands of sites across the country where volunteers work to improve the community. "Green Starts Here," but it is felt and seen everywhere.

The thousands of community Great American Cleanup events orchestrated each year are often the first eco-volunteerism exposure that children and families experience. Our affiliates have told us that seeing these individuals and families working together is overwhelming, and has been their individual spark to continue when the Great American Cleanup is long over. We've seen it multiply over the years. Americans, now more than ever, want to do their part to improve not only their community, but our planet as well.

We're reminding our friends and neighbors that "Green Starts Here," but the impact we have goes beyond our town borders. Long before climate change was a household concern, we were working to green our communities. Each of the thousands of trees we planted last year – and over the last 56 years – has taken a significant amount of carbon dioxide from the air. Each of the 243 million plastic bottles, 870,000 tires, 14.5 million pounds of aluminum and steel and 6.9 million pounds of electronics we recycled in 2009 represents a dramatic savings in the amount of energy needed to produce these items.

Talking Points

- 1. The 2010 GREAT AMERICAN CLEANUP is reminding families that a better environment for us all starts in our own communities, and the work we do in our own backyard affects our entire planet. Our programs often serve as a child's entry point to environmentalism. *Green Starts Here.***

- It's all about the quality of life – your local environment and economy. Keep America Beautiful and its supporters know that beautiful communities are not only nice to look at – they are economically vibrant places where people want to live, work, shop and play.
- Communities that are clean and cared for help deter crime and keep our streets and neighborhoods safe. A community that takes pride in their surroundings will not tolerate others who do not show the same respect.

2. The 2010 GREAT AMERICAN CLEANUP is rallying volunteers to do their part to better not only their community, but our planet. We're reminding parents and caretakers that they can inspire their children to improve our planet.

- Keep America Beautiful embodies the spirit of community, building strategic alliances between citizens, businesses and government that inspire everybody to roll up their sleeves in partnerships that produce real results on the ground, where it counts.

3. Keep America Beautiful is the largest community improvement organization in the United States.

- This spring, an expected 3 million volunteers will participate in our GREAT AMERICAN CLEANUP effort, and will dedicate more than 8 million hours to clean, beautify and improve 32,000 communities during 30,000 events across the nation
- Keep Georgia Beautiful is the largest state affiliate of KAB. In 2009, Georgia reported 80,500 volunteers from each of our 159 Counties.
- The GREAT AMERICAN CLEANUP extends from sea to shining sea, and energizes people across the nation to inspire positive community action as we let individuals know that Green Start Here.

4. For more than 50 years, Keep America Beautiful has inspired the caretakers of our future – the next generation of environmental stewards. These volunteers are transforming communities through a true grassroots campaign for change during the 2010 GREAT AMERICAN CLEANUP.

- Keep America Beautiful is a pioneer in the green movement. Our "Crying Indian" public service advertisement from 1971 has been widely credited with inspiring America's fledgling environmental movement.
- For each of the thousands of community GREAT AMERICAN CLEANUP events orchestrated each year, it is often the first eco-volunteerism exposure that children and families experience. Seeing these individuals and families work together is overwhelming, and has provided everyone with a spark to continue this important work when the GREAT AMERICAN CLEANUP is long over.