



**KEEP
ERIE COUNTY**
Beautiful

KEEP AMERICA BEAUTIFUL AFFILIATE

MEDIA ADVISORY

Contact: Brittany Prischak
bprischak@eriecountypa.gov
814-451-7326

FOR IMMEDIATE RELEASE
Thursday, March 2, 2017

Keep Erie County Beautiful launches

ERIE, PA — Keep America Beautiful welcomes Erie County to its expanding nationwide network of state- and community-based affiliates, with the official certification of Keep Erie County Beautiful announced today by Jennifer Jehn, Keep America Beautiful president and CEO.

As a certified affiliate of Keep America Beautiful, Keep Erie County Beautiful joins a powerful and passionate network of more than 600 affiliates nationwide, including 25 state-level affiliates, hundreds of additional community partner organizations and a select number of international affiliates.

“As part of the Keep America Beautiful National Affiliate Network, Keep Erie County Beautiful has pledged to act as a catalyst for positive community change, with the goal of improving the quality of life for every resident of Erie County by leading the fight to end littering, improve recycling and to beautify communities across America,” Jehn said. “We welcome Keep Erie County Beautiful as an important part of our growing national movement, which will help fulfill a vision of a country where every community is a clean, green and beautiful place to live.”

Keep America Beautiful and its affiliates mobilize millions of volunteers and program participants each year to take action every day to improve and beautify their community environment. As a result, litter is being reduced; solid waste is being managed responsibly; citizens are improving vacant lots, highways and other public spaces; trees and flowers are being planted; and recycling and composting efforts are expanding.

Keep Erie County Beautiful is concentrating on three focus areas: Waste reduction and recycling; litter and illegal dumping prevention; and community beautification.

“Keep Erie County Beautiful brings together the area nonprofits and neighborhood groups that are already doing such great work to clean up our neighborhoods,” said Erie County Executive Kathy Dahlkemper. “It gives our community access to a little extra funding, as well as access to the vast expertise of the Keep America Beautiful and Keep Pennsylvania Beautiful network.”

— more —

Keep Erie County Beautiful was officially launched today during a lunchtime ceremony. Cecile Carson, vice president of litter and affiliate relations for Keep America Beautiful, presented Erie County with its official affiliation declaration. Keep Erie County Beautiful's advisory committee members also were on hand for the ceremony, which came at the conclusion of their mandatory training. Members of the advisory committee are:

- John Villa, interim executive director, Neighborhood Resource Organization
- John Buchna, executive director, Downtown Partnership
- Renee Wagner, secretary/treasurer, Greenfield Township
- Maria Liggert, environmental health inspector, Erie County Department of Health
- Sarah Bennett, biology professor, Mercyhurst University
- Gary Diley, sustainability manager, Erie Insurance
- Doris Gernovich, school board president, Corry Area School District
- Sarah Galloway, sustainability coordinator, City of Erie

“Through our programs and public-private partnerships, Keep America Beautiful and our affiliates extend the reach of our initiatives and multiply the impact of our volunteers’ actions,” Jehn said. “Through those actions and the resulting impact, we help create communities that are environmentally healthier, economically stronger and more socially connected.”

About Keep Erie County Beautiful

Keep Erie County Beautiful aims to inspire the citizens of Erie County through education and collaboration to preserve our natural environment. Keep Erie County Beautiful is a program of the Erie County Department of Planning and is coordinated by the Erie County Recycling Program.

About Keep America Beautiful

At Keep America Beautiful, we want to ensure that beauty is our lasting signature. A leading national nonprofit, Keep America Beautiful inspires and educates people to take action every day to improve and beautify their community environment. We envision a country where every community is a clean, green and beautiful place to live. Established in 1953, Keep America Beautiful provides the expertise, programs and resources to help people end littering, improve recycling and beautify America's communities. The organization is driven by the work and passion of more than 600 community-based Keep America Beautiful affiliates, millions of volunteers and the support of corporate partners, municipalities, elected officials and individuals. To learn how you can donate or take action, visit kab.org. Follow us on [Twitter](#) and [Instagram](#), like us on [Facebook](#), or view us on [YouTube](#).

###