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Keep Western New York Beautiful Launches 2015 Great American Cleanup, Nation's Largest Community Improvement Program

Volunteers Take Action to Clean, Restore and Renew Western New York

(March 27, 2015) – Keep Western New York Beautiful, which builds and sustains a clean, green and a more beautiful Western New York announced today the launch of the 2015 Great American Cleanup. Entering its 17th year, the Great American Cleanup is the country's largest community improvement program that kicks off in more than 20,000 communities each spring.

Each year, the Keep America Beautiful Great American Cleanup engages more than 4 million volunteers and participants across the country to take action in their local communities to create positive change and lasting impact.

Keep Western New York Beautiful, along with other organizations in Keep America Beautiful's national network of community-based affiliates, plan volunteer events and education programs that help to renew parks and recreation areas, clean shorelines and waterways, remove litter and debris, reduce waste and increase recycling, and plant trees, flowers and community gardens.

"Spring doesn't happen until the Great American Cleanup; help us fight grime!" said Jim Pavel, KWNBYB President. The Great American Cleanup kicks off each Spring with local events occurring from April 1st-May 31st. Event registration opens, Saturday, March 28th at The Foundry (298 Northampton St) from 10am-4pm. Organize volunteers with your block club, work place or community group. Additionally, all groups that register will be entered into drawing to receive a Troybilt gas-powered blower, courtesy of Planet in Action.

If you do not have a group, join one of the others being organized near you! Below is a snapshot of Great American Cleanup events taking place in Western New York now through June:

- **The Foundry Street Blitz**, April 4th 298 Northampton St. 9am-11am
- **Grant/Ferry Street Community Clean-up**, April 12th start 1pm; meet at 300 Auburn Ave
- **Elmwood Village Association Great American Cleanup**, April 20th - 25th
- **Buffalo Niagara Riverkeeper Shoreline Cleanup** April 25th 10am-12pm (multiple sites visit <http://bnriverkeeper.org/cleanup/>)
- **Hamburg Town Wide Clean Up**, May 2nd 8:30am - 12:30pm
- **FruitBelt Clean-a-Thon**, May 8th meet at PS37, 295 Carlton Street, Buffalo 14204

Many more dates and locations to come; please connect on facebook for the most up-to-date list.

“As the season turns to spring, we’re excited to launch another year of America’s largest community improvement program,” said Jennifer M. Jehn, president and CEO of Keep America Beautiful. “In 2014, the work of volunteers during Great American Cleanup events returned \$179 million in measurable benefits across the participating communities. The Great American Cleanup makes a meaningful difference to the places in which we all live, work and play.”

In 2014, Keep Western New York Beautiful’s Great American Cleanup:

- Engaged over 2000 volunteers in the region.
- Lent brooms, shovels and rakes to UB’s Community Day, FruitBelt Clean-a-thon, GOBike’s SkyRide, and Elmwood Village Association for neighborhood cleanups and other projects.
- Removed thousands of pounds of litter and debris for safer, cleaner communities.

National sponsors of the 2015 Great American Cleanup include Altria, BNSF Railway, Dow, The Glad Products Company, Lowe’s and Niagara Bottling.

About Keep Western New York Beautiful

Keep Western New York Beautiful (KWNBYB) works for a greener and cleaner Western New York through education and support for hands-on environmental stewardship through outreach and volunteerism. We have worked in the region more than twenty years. KWNBYB offer tools and resources to community groups, block clubs and companies acting locally to beautify Western New York. To learn how you can donate and take action, visit keepwesternnewyorkbeautiful.org and follow us on [Facebook](#) for the most current news and give-a-ways.

About Keep America Beautiful

Keep America Beautiful is the nation’s leading nonprofit that brings people together to build and sustain vibrant communities. With our national network of community-based affiliates, we work with millions of volunteers who take action in their communities to transform public spaces into beautiful places. Through our programs and public-private partnerships, we engage individuals to take greater responsibility for improving their community’s environment. To learn how you can donate and take action, visit kab.org and follow us on [Twitter](#), like us on [Facebook](#), or view us on [YouTube](#).

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