

Greetings Volunteers!!

Its time to begin signing up to conduct a cleanup, recycling or beautification event for **Spring 2011!** Keep California Beautiful is participating in the GREAT AMERICAN CLEANUP™.

THE GREAT CALIFORNIA CLEANUP, part of the Great American Cleanup™, which takes place each March 1- May 31, offers a wealth of opportunities to get involved in community improvements.

Keep California Beautiful (KCB) will provide you with free bags, gloves and other volunteer incentives to help your efforts. Every city could use a sprucing up somewhere and what better way than to mobilize volunteers and engage your citizens to clean up a park, neighborhood, or unsightly vacant lot, paint over graffiti, or plant flowers and trees.

Over 21 years of working to improve communities statewide, KCB's cleanups have involved 593,176+ volunteers and collected over 24,517,318 pounds of litter and trash from California highways, public lands, waterways, and beaches during the Great American Cleanup™.

Attached is the registration form and helpful suggestions on ways you can mobilize *your* community to get involved in THE GREAT CALIFORNIA CLEANUP/**Great American Cleanup™**. Just fill out the simple registration form and mail or email it back to the addresses stated on the registration form. We will ship the materials to you prior to your event.

Please do not use a P.O. Box for shipping purposes.

Here are some examples of past activities that some cities organized:

- Caltrans and CHP lead a one day cleanup and e-waste recycling event resulting in 800,800 lbs of litter collected, 1,163 shoulder miles cleaned, 39,376 sq ft graffiti removed and 42,862 lbs E-Waste collected.
- Chico organized 458 volunteers to clean 1,432 lbs of trash throughout 2,000 acres.
- Apple Valley and 2,000 volunteers removed about 44,480 lbs of litter along 100 mi of road.

We hope you decide to join this noble effort to improve communities across the state and nation

Thank you,

Keep California Beautiful

www.keepcabeautiful.org



