

Contact: Jimmy Tokeshi**(213) 978-1699****(213) 978-0333****Email: Jimmy.Tokeshi@lacity.org**

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FOR IMMEDIATE RELEASE**AMERICAN CHEMISTRY COUNCIL GRANTS \$300,000 FOR PUBLIC SURVEY AND
EDUCATION CAMPAIGN TO KEEP LOS ANGELES BEAUTIFUL****Environmental Activities to Undergo Citywide Strategic Planning and Implementation**

LOS ANGELES (August 14, 2007) – Momentum increases for the next phase of Los Angeles’ clean and green movement in the wake of the city’s national kickoff event for Keep America Beautiful’s Great American Cleanup in March. The recently formed Keep Los Angeles Beautiful Advisory Committee (KLAB) announced today a two-year grant of \$300,000 from the American Chemistry Council to develop and implement a strategic plan for Los Angeles in the campaign against litter.

“This grant will allow the city to survey, plan and implement an effective campaign that will encourage personal responsibility and the public’s participation in challenging the environmental threats of litter, pollution and blight,” said Cynthia M. Ruiz, president for the Board of Public Works and advisory committee chair for KLAB. “The American Chemistry Council is commended for stepping forward to give financial support to Keep Los Angeles Beautiful and the city’s effort for a better quality of life that will promote a litter free environment.”

“The best way to stop litter is for all of us to work together,” said Steve Russell, managing director of the American Chemistry Council’s Plastics Division. “When everyone makes an effort to recycle more, everybody wins. We use less fossil fuels, we have cleaner air and we protect our environment. That’s why ACC is pleased to be partnering in the on-going campaign to Keep Los Angeles Beautiful and prevent litter.”

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The grant will provide KLAB a public opinion survey, focus group study, strategic planning activities and a campaign design that will aim to coalesce city and non-city agencies, and converge their respective litter prevention campaigns on the identified target audiences that are most responsible for polluting the environment. The implementation efforts intend to build a sufficient level of collaboration and unity to form an overarching structure to re-enforce positive behaviors and increase the campaign's capacity to influence and pressure "litterbugs" for the greatest effect across the public.

The goal of the campaign is to instill KLAB messages in the public's consciousness to support the city's broader program aims related to solid waste management, environmental protection, and beautification efforts. In combination with the coordination of messaging instruments through the group's coalition and in coordination with programs focused on litter prevention, the aim is to improve the overall quality of life in the city.

The city of Los Angeles joined Keep American Beautiful, as part of a larger national effort expected to involve close to 2.5 million people to beautify and improve 15,000 communities at 30,000 events across the country. Activities include beautifying park areas, cleaning seashores and waterways, handling recycling collections, picking up litter, planting trees and flowers, and conducting educational programs and litter-free events.

In Los Angeles, the results of KLAB's three month campaign as part of KAB's 2007 Great American Cleanup between March 1 and May 31 produced: 26,546 volunteers; 101,320 volunteer hours; 345 tons of litter with 41,155 trash bags collected; 5 tons of recyclables diverted from landfills; 712 graffiti sites painted; 136 miles of streets, train tracks, trails, rivers and shorelines cleaned; and 1,058 trees planted with 1,500 flowers and bulbs.

For more information on "Keep Los Angeles Beautiful," please call the Board of Public Works Office of Community Beautification at (213) 978-0228 or visit www.lacity.org/bpw.

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 with a \$559 million operating budget. The department

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awards more than \$500 million in construction and personal service contracts annually, and 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.

About The American Chemistry Council

The American Chemistry Council (ACC) represents the leading companies engaged in the business of chemistry. ACC members apply the science of chemistry to make innovative products and services that make people's lives better, healthier and safer. ACC is committed to improved environmental, health and safety performance through Responsible Care®, common sense advocacy designed to address major public policy issues, and health and environmental research and product testing. The business of chemistry is a \$635 billion enterprise and a key element of the nation's economy. It is one of the nation's largest exporters, accounting for ten cents out of every dollar in U.S. exports. Chemistry companies are among the largest investors in research and development. Safety and security have always been primary concerns of ACC members, and they have intensified their efforts, working closely with government agencies to improve security and to defend against any threat to the nation's critical infrastructure.

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.

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