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*For additional news releases regarding  
the activities of the Dept. of Public Works,  
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***FOR IMMEDIATE RELEASE*****LOS ANGELES OFFICIALLY JOINS FORCES WITH “KEEP AMERICA BEAUTIFUL” TO  
EXPAND NATIONWIDE AFFILIATE NETWORK FOR COMMUNITY IMPROVEMENT  
“Keep Los Angeles Beautiful” Receives Training on Measurability and Accountability**

**LOS ANGELES (August 17, 2007)**—Keep America Beautiful, Inc. welcomes an important new member –Los Angeles– to its expanding statewide and community-based network of affiliates, with the certification of Keep Los Angeles Beautiful in California, Keep America Beautiful President G. Raymond Empson announced today.

“We are extremely excited and proud to join Keep America Beautiful in engaging individuals, neighborhoods and communities throughout Los Angeles to take greater responsibility for their surrounding environments,” said Cynthia M. Ruiz, president of the Board of Public Works and chair of Keep Los Angeles Beautiful. “Keep Los Angeles Beautiful will focus on expanding its network of partners and leveraging community, business and government resources to meet Mayor Villaraigosa’s vision of making Los Angeles the cleanest and greenest big city in America.”

“As part of our Keep America Beautiful network, Los Angeles has pledged to act as a catalyst for positive community change, with the goal of improving the quality of life for every resident,” said Empson. “We welcome Keep Los Angeles Beautiful as an important part of our national affiliate movement, which is keeping America beautiful, one community at a time.”

Keep Los Angeles Beautiful will join Keep America Beautiful’s nearly 1,000 community affiliates and participating organizations, including 21 statewide programs in the United States, and international programs in Canada, South Africa and the Bahamas. This Keep America Beautiful

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**Page 2 of 3**

network of affiliates and the thousands of men and women who serve as Keep America Beautiful affiliate coordinators, board and committee members will mobilize an estimated three million citizen-volunteers this year alone to take positive action on environmental concerns. As a result, litter is being reduced, solid waste is being managed responsibly, citizens are adopting vacant lots, spots, esplanades, highways and other public spaces and lands, trees and flowers are replacing trash heaps and tire mounds, graffiti-prevention programs are being implemented, and recycling and composting efforts are expanding.

“Clean, livable communities are the foundation for strong local economies,” said Empson. “Keep America Beautiful affiliates use litter prevention as the obvious place to begin the process of instilling pride and a sense of personal responsibility in citizens for the appearance and well-being of their communities. Our message is a clear and powerful one, and today many of our affiliates are spearheading the revitalization of entire regions and undertaking large-scale renewal projects in partnership with concerned citizens, businesses, government, civic and religious organizations. Keep America Beautiful thanks each and every new affiliate for taking on this immense challenge.”

The results of Keep Los Angeles Beautiful’s three month campaign as part of Keep America Beautiful’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](http://www.lacity.org/bpw).

About Keep America Beautiful, Inc.

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. With a network of nearly 1,000 affiliate and participating organizations, Keep America Beautiful forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. For additional information, visit [www.kab.org](http://www.kab.org).

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**Page 3 of 3**

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 American 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](http://www.laocb.org).*

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 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](http://www.lacity.org/bpw).*

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