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FOR IMMEDIATE RELEASE

Keep Scottsbluff Gering Beautiful Earns Keep America Beautiful President's Circle Award Recognition

*Local Organization Recognized for Exemplary Performance,
Standard of Excellence*

GERING, NE (May, 2020) - Keep America Beautiful, the nation's iconic community improvement nonprofit organization, presented Keep Scottsbluff Gering Beautiful with its 2019 President's Circle Award recognition at Keep America Beautiful's recent National Conference, which took place in Baltimore, Maryland. The President's Circle Award recognizes exemplary performance by certified affiliates of Keep America Beautiful in creating clean, green and beautiful communities.

In qualifying for the President's Circle Award, Keep Scottsbluff Gering Beautiful has met Keep America Beautiful's standards of merit by conducting an annual Community Appearance Index, calculating the affiliate's cost/benefit ratio, and administering initiatives to end littering, improve recycling, and beautifying our communities. Keep Scottsbluff Gering Beautiful is one of Keep America Beautiful's more than 600 community-based affiliates whose programs, initiatives and efforts, supported by millions of volunteers, help transform public spaces into beautiful places.

"One of our nation's most effective grassroots community resources is our local affiliates, which engage millions of Americans in volunteer service each year," said Keep America Beautiful President and CEO Helen Lowman. "Our affiliates provide real solutions that help create communities that are socially connected, environmentally healthy and economically sound. They enrich the communities they serve and help create opportunities for Americans to do beautiful things."

Community Appearance Index-Litter Index: The Keep America Beautiful Community Appearance Index-Litter Index is a tool used by its affiliates to visually assess overall appearance of communities through indicators such as litter, illegal signs, graffiti, abandoned or junk vehicles, and outside storage. A team of community, business and government representatives conduct the visual analysis using a scoring system ranging from 1-4, with "1" rated as "no litter" to "4" being "extremely littered." Each year, affiliates grade their communities during a drive-by examination of the same areas at the same time of the year.

This provides an indication of the success of each community's anti-littering education and other anti-littering programs.

Cost/Benefit Analysis: This measurement tool enables Keep America Beautiful affiliates to demonstrate their ability to leverage community resources by determining the dollar value returned to the community for every dollar invested by government.

The Keep America Beautiful National Conference, its premier educational and networking event, brought together more than 350 leaders from Keep America Beautiful's national network of affiliates, business leaders, policymakers and other experts who shared innovative ideas and proven strategies to help improve America's communities.

The 2019 Keep America Beautiful National Conference was made possible through the support of some of America's leading companies, including: Leadership Sponsors - Altria and Santa Fe Natural Tobacco Company; Stewardship Sponsor - Anheuser-Busch; and Strategic Sponsors - Keurig Dr Pepper; PepsiCo and Steel Recycling Institute. Scholarships are provided by Altria and PepsiCo.

About Keep Scottsbluff Gering Beautiful

Keep Scottsbluff Gering Beautiful became an affiliate of Keep America Beautiful in 1985. We organize programs designed to beautify our communities and improve our environment. We encourage the public to help create clean, green and beautiful places to live, work and play. We collaborate with individuals, service organizations, schools and local businesses to meet the needs of our communities. We inform and educate the public on ways to keep our communities and our environment cleaner and greener. We make a difference by implementing programs designed to remove litter and unwanted waste from our communities. Find more information on our [Facebook](#) page and at www.keepscttsbluffgeringbeautiful.weebly.com

About Keep America Beautiful

Keep America Beautiful, the nation's iconic community improvement nonprofit organization, inspires and educates people to take action every day to improve and beautify their community environment. Established in 1953, Keep America Beautiful strives to End Littering, Improve Recycling and Beautify America's Communities. We believe everyone has a right to live in a clean, green and beautiful community, and shares a responsibility to contribute to that vision. The organization is driven by the work and passion of more than 600 Keep America Beautiful affiliates, millions of volunteers, and the collaborative support of corporate partners, social and civic service organizations, academia, municipalities, elected officials, and individuals. Join us on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#). Donate and take action at kab.org.

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