



## Keep America Beautiful 2012 Fact Sheet

### Founded

1953

### Purpose

Keep America Beautiful, Inc. is the nation's largest volunteer-based community improvement and education organization whose network of more than 1,200 affiliate and participating organizations engages individuals in programs that prevent litter and reduce, reuse, recycle and properly manage waste materials. Through public-private-civic partnerships and strategic alliances with citizens, businesses and government, Keep America Beautiful's programs motivate millions of volunteers annually to clean up, beautify and improve their neighborhoods, creating safer and more livable community environments. To learn more about Keep America Beautiful, visit us on the Web at [www.kab.org](http://www.kab.org) or on Facebook at [www.facebook.com/KeepAmericaBeautiful](http://www.facebook.com/KeepAmericaBeautiful).

### Mission

To engage individuals to take greater responsibility for improving their community environments.

### Guiding Principles

As a recognized international leader in community improvement, Keep America Beautiful is guided by these principles:

- **Education** – This is the key to encouraging positive behaviors toward community improvement.
- **Individual Responsibility**— Improving community environments and quality of life all begins with personal responsibility – individuals becoming more engaged as citizens and stewards of the environment.
- **Public-Private Partnerships** – Broad-based community alliances are essential to achieve sustainable community improvement.
- **Volunteer Action** – By engaging volunteers we extend the reach of our education and multiply the impact of our actions.

### National Focus Areas

Keep America Beautiful improves communities through a focus on:

- Litter prevention
- Waste reduction and recycling
- Beautification and community greening

Number of Certified and Pre-certified Affiliates: 577

Number of State Affiliates: 24

President and CEO: Matthew M. McKenna

## Look for Us Online



### **Keep America Beautiful**

Web site: [www.kab.org](http://www.kab.org)

Facebook: [facebook.com/KeepAmericaBeautiful](https://facebook.com/KeepAmericaBeautiful)

Twitter: @kabtweet

YouTube: [youtube.com/kabnetwork](https://youtube.com/kabnetwork)

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### **Recycle-Bowl**

Web site: [www.recycle-bowl.org](http://www.recycle-bowl.org)

Facebook: [facebook.com/RecycleBowl](https://facebook.com/RecycleBowl)

Twitter: @Recycle\_Bowl

YouTube: [youtube.com/RecycleBowl](https://youtube.com/RecycleBowl)

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### **America Recycles Day**

Web site: [www.americarecyclesday.org](http://www.americarecyclesday.org)

Facebook: [facebook.com/AmericaRecyclesDay](https://facebook.com/AmericaRecyclesDay)

Twitter: @recyclesday

YouTube: [youtube.com/AmericaRecyclesDay](https://youtube.com/AmericaRecyclesDay)

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### **RecycleMania**

Web site: <http://recyclemania.org>

Facebook: [facebook.com/RecycleMania](https://facebook.com/RecycleMania)

Twitter: @recyclemaniacs

YouTube: [youtube.com/RecycleMania](https://youtube.com/RecycleMania)

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### **Great American Cleanup**

Web site: [www.kab.org/gac](http://www.kab.org/gac)

Facebook: [facebook.com/GreatAmericanCleanup](https://facebook.com/GreatAmericanCleanup)

Twitter: @icleanupgreenup

YouTube: [youtube.com/GreatAmericanCleanup](https://youtube.com/GreatAmericanCleanup)