

**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

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**Keep Suffolk Beautiful Honored by Keep America Beautiful  
for High Performance Achieved in 2010**

SUFFOLK, VA (December 16, 2010) Keep Suffolk Beautiful received the Keep America Beautiful President's Circle Recognition Award recently, during Keep America Beautiful's 57th annual National Conference in Orlando, Fla. The President's Circle Award recognizes exemplary performance made by certified affiliates of the national nonprofit to reduce litter, minimize waste and recycle, and beautify their local communities.

City of Suffolk Litter Control Coordinator Hattie Lester attended the conference and accepted the award.

"Suffolk feels honored to be an affiliate of Keep America Beautiful," Lester said. "Keep America Beautiful provides quality technical assistance and training needed to encourage and assist our residents in keeping their communities beautiful and litter free."

Established in 2002, Keep Suffolk Beautiful works in cooperation with the Suffolk Clean Community Commission to sponsor quarterly recycling drives, assist more than 30 Adopt A Street/Spot program participants' cleanups, and assist groups desiring to beautify their community. Its motto is "*A beautiful community starts in Suffolk.*"

In qualifying for a President's Circle Award, Keep Suffolk Beautiful met Keep America Beautiful's standards of excellence by conducting an annual Litter Index, calculating the affiliate's cost/benefit ratio, and engaging volunteers to take greater responsibility for their community environment. In addition, award recipients must conduct activities in Keep America Beautiful's three core focus areas of litter prevention, recycling and waste reduction, and beautification/ community greening.

"One of Keep America Beautiful's most effective tools is the work of our grassroots network of affiliate organizations, which has an impact on millions of Americans each year," said Keep America Beautiful President and CEO Matthew M. McKenna. "Our affiliates are providing real solutions to problems like litter, graffiti, illegal dumping and other community blights. By engaging people of all ages in community improvement efforts, Keep Suffolk Beautiful is represented among the best in promoting the values Keep America Beautiful espouses nationally."

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