

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Keep Virginia Beautiful Awards \$1,000 Grant to Keep Suffolk Beautiful

** One of 30 Grants in 30 Days Being Distributed **

SUFFOLK, VIRGINIA (April 19, 2011) In honor of Earth Month, Keep Virginia Beautiful (KVB) is awarding "30 Grants In 30 Days" in April, 2011. Keep Suffolk Beautiful has been awarded a \$1,000 grant in the Cigarette Litter Prevention Category. The KVB grant program focuses greater resources and attention on individual localities throughout the Commonwealth and how they are addressing the issues of litter prevention, recycling, waste reduction, beautification and education.

KVB provided the opportunity for government, non-profit and/or service organizations in Virginia to apply for one of (30) \$1,000 grants in three different categories: 10 grants for plastic bag reduction and recycling, 10 grants for cigarette litter prevention, and 10 grants for community greening and beautification. These grants are made possible by KVB's partners, Walmart and Waste Management.

"Butts are litter, too!" This is the theme for Keep Suffolk Beautiful's (KSB) comprehensive cigarette litter prevention campaign that they plan to launch to reduce the amount of cigarette butts at Suffolk parks and events. The key to this

initiative is education, and KSB plans to use the grant funds to build a comprehensive educational campaign about the hazards of cigarette litter, its non-biodegradability, and its fire danger for the citizens of Suffolk. Through public service messages and signs with their slogan "Butts are litter, too!" on them, KSB plans to provide the means to reducing cigarette litter in and around Suffolk. "Keep Suffolk Beautiful is grateful and honored to receive one of the 30 grants being offered by Keep Virginia Beautiful during Earth Month," said Hattie Lester, Executive Director of Keep Suffolk Beautiful and the City's Litter Control Coordinator. "The funds will go toward educating our citizens that cigarette butts are litter, too, and should be disposed of properly -- not out of car windows."

In addition, KSB will provide more permanent cigarette receptacles in Suffolk's parks, portable receptacles for the city's major events, and sponsor a major clean-up event to launch and promote "Butts are litter, too!". For more information on Keep Suffolk Beautiful and their project, please contact Hattie Lester at 757-514-7604, or hlester@suffolkva.us.

The mission at Keep Virginia Beautiful is to engage and unite Virginians to improve our natural and scenic environment. Our goals include becoming the leading statewide voice, providing a framework for improved communication and collaboration, cultivating and supporting sustainable programs, and engaging citizens by linking them to volunteer opportunities and information through these 5 impact areas: Litter Prevention, Waste Reduction, Recycling, Beautification, and Environmental Education. For more information on KVB, go to <http://www.keepvirginiabeautiful.org>.

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