



GREAT AMERICAN CLEANUP General Information



The **Great American Cleanup** is the country's largest community improvement program that kicks off in more than 20,000 communities each spring. This national program engages 2 million volunteers who take action in their communities to create positive change and lasting impact.

Keep America Beautiful and its powerful network of community-based and state affiliates, including **Keep Arkansas Beautiful**, execute the Great American Cleanup each year by launching service projects based on the knowledge and needs of local communities. The Great American Cleanup runs in Arkansas from March – May each spring.

The Great American Cleanup program offers structured service projects including experiential environment education, organized volunteer events and employee engagement opportunities. Keep America Beautiful works closely with governors, mayors and other local government and community leaders including state recycling organizations to ensure that we're meeting the needs of local communities.

Here's what our volunteers do:

- Remove litter and debris from roadsides, highways, shorelines and waterways for safer, cleaner communities.
- Plant trees, flowers and gardens to strengthen our community's green infrastructure.
- Clean and restore nature trails, recreation areas and playgrounds to encourage play and physical activity.
- Recycle cans, plastic bottles, electronics, paper products, tires, clothing, and even junk cars to give garbage another life.
- Rebuild public spaces in communities struck by natural disasters to renew social connections.
- Restore business storefronts and gateways to spur economic impact.

The Great American Cleanup provides communities with structured service projects that engage volunteers to take greater responsibility for their community's environment. All Great American Cleanup service projects create opportunity for environmental education and positive behavior change to build and sustain more beautiful communities.

Keep Arkansas Beautiful, a division of the Arkansas Department of Parks & Tourism, works to inspire and educate individuals to reduce litter, recycle and keep Arkansas beautiful. It is a state affiliate of Keep America Beautiful Inc., the nation's leading community improvement organization.

To volunteer, contact **Liz Philpott**, Volunteer Program Manager, at **501-682-3507** (elizabeth.philpott@arkansas.gov).