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| A picture containing object, clock, gauge  Description automatically generated | **Contacts** Aleta Daniels / Larry Kaufman Keep Prince William Beautiful / Keep America Beautiful Tel: 571.285.3772 / 203.659.3014 Email: adaniels@kpwb.org / [lkaufman@kab.org](mailto:lkaufman@kab.org)  Website: www.kpwb.org / [kab.org](http://www.kab.org) |

**FOR IMMEDIATE RELEASE**

**Keep Prince William Beautiful Earns Keep America Beautiful**

**President’s Circle Award Recognition**

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

**Woodbridge, VA (March 18, 2020) –** KeepAmerica Beautiful®, the nation’s leading community improvement nonprofit organization, presented Keep Prince William Beautiful (KPWB) with its 2019 President’s Circle Award recognition at the Keep America Beautiful 2020 National Conference, which recently took place in Memphis, Tennessee. 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, KPWB has met standards of merit of Keep America Beautiful by conducting an annual Community Appearance Index; calculating the affiliate’s cost/benefit ratio; and administering initiatives to end littering, improve recycling, and beautify Prince William County’s community. KPWB is one of more than 600 community-based affiliates in the Keep America Beautiful network 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 Americans from all corners of the country 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 forum, brings together leaders, experts, and policymakers in the field of community improvement who share innovative ideas and proven strategies to help improve America’s communities.

The Keep America Beautiful National Conference Sponsors: Premium - Tennessee Department of Transportation (TDOT); Gold – Altria Group and Santa Fe Natural Tobacco; Silver – Keep Tennessee Beautiful. Recycling Market Development Workshop - Keurig Dr Pepper. In-kind sponsor - Mars Wrigley Confectionery.

**About Keep Prince William Beautiful**Keep Prince William Beautiful, Inc. is a non-profit environmental organization that serves Prince William County through partnering with residents, businesses and government to educate and inspire people to be environmental stewards and Keep Prince William Beautiful.

**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](http://www.facebook.com/keepamericabeautiful), [Instagram](http://www.instagram.com/keepamericabeautiful), [Twitter](http://www.twitter.com/kabtweet) and [YouTube](http://www.youtube.com/kabnetwork). Donate and take action at [kab.org](http://www.kab.org).

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