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## **EdistoPride / Keep Edisto Beautiful Earns Keep America Beautiful President's Circle Award**

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

**Edisto Beach, South Carolina – (Feb 21, 2014) – EdistoPride / Keep Edisto Beautiful** received Keep America Beautiful President's Circle Award during Keep America Beautiful's 2014 National Conference, which recently took place in Charlotte, N.C. The President's Circle Award recognizes exemplary performance made by certified affiliates of the national nonprofit in building and sustaining vibrant communities.

In qualifying for a President's Circle Award, EdistoPride has met Keep America Beautiful's standards of merit by conducting an annual Community Appearance Index, calculating the affiliate's cost/benefit ratio, and administering activities in the areas of litter prevention, recycling and waste reduction, and beautification and 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 Jennifer Jehn. "Our affiliates are providing real solutions to local problems caused by litter, graffiti, illegal dumping and other community blight by engaging volunteers of all ages in its effort to create a vibrant community."

**Community Appearance Index-Litter Index:** The Keep America Beautiful Community Appearance Index-Litter Index is a tool used by KAB affiliates to visually assess overall appearance of communities through indicators such as litter, illegal signs, graffiti, abandoned/junk vehicles and outside storage. A team of community, business and government representatives conducted 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.

**EdistoPride's Great America Cleanup will be held March 22, 2014 at 9:00 am sharp at the Community Center on Highway 174. Come out and join the fun! Pick your area early by calling 843-869-4422.**

### **About Keep America Beautiful, Inc.**

Keep America Beautiful is the nation's leading nonprofit that brings people together to build and sustain vibrant communities. With a strong national network of 1,200 affiliates and partners including state recycling organizations, we work with millions of volunteers who take action in their communities. Keep America Beautiful offers programs and engages in public-private partnerships that help create clean, beautiful public places, reduce waste and increase recycling while educating generations of environmental stewards. Through our actions, we help create communities that are socially connected, environmentally healthy and economically sound. For more information, visit [kab.org](http://kab.org).

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