

# The Greatest American Cleanup



# 50 billion pieces of litter fill our streets and waterways nationwide

- That's 152 pieces of litter for every person in America\*
- No wonder 90% of Americans think litter is a problem
- There is hope! Keep America Beautiful affiliates have reduced litter along roadways by 50% since 2009
- And yet, there is more to do, join us!



\*Keep America Beautiful 2020 Litter Study



# Prairie to join the Greatest American Cleanup

- A three-year campaign to motivate, educate and celebrate communities to clean up and green up ahead of the country's 250<sup>th</sup> anniversary on July 4, 2026:
- Thousands of state-by-state community cleanups, beautification projects and public art programs reaching every town in America
- Engaging millions of volunteers



# The Greatest American Cleanup Goals

- Gain visibility and pride points – maybe even challenge other towns, or universities?
- Showcase our community's sustainability goals
- Connect our work to opportunities to benchmark change across the country
- Build community pride and volunteer opportunities
- Engage young people through an exciting educational program



# Annual Requirements

- 5 Community Cleanups
- 4 Beautification Events
- 3 Recycling Drives
- 2 Community Dialogs
- 1 Community Celebration

