

# KEEP AMERICA BEAUTIFUL ENCOURAGES PARTICIPATION IN NATIONAL CLEANUP DAY ON SEPTEMBER 17

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Keep America Beautiful President and CEO, Jennifer Lawson

DENVER, CO (Sept. 7, 2022) – [National CleanUp Day®](#), in partnership with [EARTHDAY.ORG](#), [Keep America Beautiful®](#), and Let’s Do It World (organizers of [World Cleanup Day](#)), will return for its sixth year on Saturday, September 17. Volunteers throughout the country will participate in the removal of trash via thousands of organized cleanups, large and small, throughout the nation.

Whether it’s a major cleanup with thousands of participants or a small group effort of a dozen or less, all participants make a major difference by participating in National CleanUp Day. Held annually on the third Saturday every September, National CleanUp Day addresses the issue of excess waste and litter across America.

Since the inaugural cleanups in 2017, hundreds of thousands of participants have helped clean up parks, beaches, rivers, and forests across the country, removing tons of litter in the process. Each year the enthusiasm from volunteers has grown, and in turn so has turnout and the number of cleanups, with hundreds of thousands expected to participate this September alone.

EARTHDAY.ORG is a long time partner of National CleanUp Day, also partnering on their own cleanups in April for their [Great Global Cleanup](#). They saw tangible results during the Great Global Cleanup that they hope to replicate this September.

EARTHDAY.ORG President Kathleen Rogers expounded; “National CleanUp Day is a pivotal partner of EARTHDAY.ORG in our effort to draw attention to the global waste crisis, particularly plastics. With their help, EARTHDAY.ORG’s Great Global Cleanup

in April took close to 160 million pounds of plastics and other toxic waste out of our waterways, our parks, and our communities. More than 13.5 million volunteers participated from 187 countries. In addition to protecting the environment, we are activating our cleanup volunteers to support the newly introduced global plastics treaty. Our goal is to build the world's largest effort to eliminate plastics and other waste from our environment once and for all. This September's National CleanUp Day will continue that positive momentum."

Keep America Beautiful is another pivotal partner and organizer in the event. "National CleanUp Day is such a great opportunity for individuals to get out there and make a difference! These cleanups are an important building block toward a better environment for us all," said President and CEO, Jennifer Lawson. "As we share in the celebration of cleaner, greener, and more beautiful communities today, we look forward to continuing to support volunteerism through cleanups in our affiliate network and throughout the nation."

Heidi Solba, President and Head of the Global Network of Let's Do It World, the organizers of World CleanUp Day, expressed her excitement about their partnership with National CleanUp Day as well. "Cleaning up the world alone is not enough – we need to work with other like-minded organizations from all sectors. We as humanity are drowning in our own waste, a situation that needs focused attention. On World Cleanup Day 2022, we will engage thousands of organizations and millions of volunteers with our global network in a global challenge. We are extremely happy that our campaign finds support from our global partners like National CleanUp Day."

Volunteers across the nation, and around the world as part of World Cleanup Day, will be cleaning up their communities during September. To view a map of cleanups, join, or even create your own, please visit [nationalcleanupday.org](https://nationalcleanupday.org).

### **About National CleanUp Day**

National CleanUp Day is a call to action. National CleanUp Day is a 501(c)3 nonprofit organization, dedicated to keeping our nation's urban, rural, and outdoor public spaces free of litter and trash. This year's National CleanUpDay is supported by the number one seller of oatmilk in the US, [Planet Oat](https://planet-oat.com) and a network of environmentally conscious [partners](https://nationalcleanupday.org). Learn more at [nationalcleanupday.org](https://nationalcleanupday.org)

### **About EARTHDAY.ORG:**

EARTHDAY.ORG's mission is to diversify, educate, and activate the environmental movement worldwide. Growing out of the first Earth Day (1970), EARTHDAY.ORG is

the world's largest recruiter to the environmental movement, working with more than 150,000 partners in nearly 192 countries to build environmental democracy. More than 1 billion people now participate in Earth Day activities each year, making it the largest civic observance in the world. Its flagship volunteer initiative, [The Great Global Cleanup™](#) takes place in April each year and engages millions of volunteers in creating clean communities worldwide. Learn more at [earthday.org](#).

### **About Keep America Beautiful**

Keep America Beautiful, the nation's leading 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 700 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. Learn more at [kab.org](#).

### **About Let's Do It World**

Let's Do It World is a global organization that unites more than 164 countries' teams worldwide into the biggest active network to unite their efforts for the waste free World. The World Cleanup Day is the biggest global one-day event organized by LDIW and during the last four worldwide cleanups have engaged more than 65 million people from 191 countries. Let's Do It World network is addressing numerous global and regional projects to catalyze the activities in countries for the circular economy as well for the zero waste. Learn more at [worldcleanupday.org](#)

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