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I Love A Clean San Diego Honored at Keep America Beautiful National Conference

Local Representatives Earn Recognition for Cigarette Litter Prevention Efforts

San Diego, CA – I Love A Clean San Diego was honored during Keep America Beautiful's 60th anniversary National Conference for its award-winning Cigarette Litter Prevention Program, taking first place in its category.

The Keep America Beautiful (KAB) National Conference, which took place in Washington, D.C. January 29 to January 31, brought together KAB affiliates and partner organizations from across the country to share best practices and celebrate the successes of the past year.

The KAB Cigarette Litter Prevention Program Awards are open to all affiliate participants for their cigarette butt litter reduction efforts during 2012. The honored organizations are those who addressed and implemented the program's four key strategies to reduce cigarette litter: encourage support of litter laws that include cigarette litter; raise awareness about the issue using public service messaging; place ash receptacles at transition points, such as entrances to public buildings; and distribute pocket ashtrays to adult smokers.

"Cigarette butt litter is the most littered item in America, according to KAB's landmark 'Litter in America' study," said Matt McKenna, president and CEO of Keep America Beautiful. "I Love A Clean San Diego's award-winning program is helping to reduce cigarette litter and educate community members about the problems associated with this common source of litter."

"I Love A Clean San Diego is honored to receive national recognition for a program that is relatively new to San Diego", said Pauline Martinson, executive director of I Love A Clean San Diego. "Strong partnerships with local businesses, community organizations and the San Diego Chapter of the Surfrider Foundation on this program have allowed us to significantly reduce the flow of cigarette butts into storm drains and eventually to the ocean."

About I Love A Clean San Diego

I Love A Clean San Diego is the go-to organization for programs that enhance and conserve San Diego's environment. Through recycling, education, and cleanups of our most beloved areas, I Love a Clean San Diego is the only community based organization dedicated to the future of the entire county – from inland to the coast, in every community, for generations to come. For more information, visit www.cleansd.org.

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 www.kab.org.

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