

Keep Austin Beautiful  
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**For Immediate Release:**

October 13, 2010

**KEEP AUSTIN BEAUTIFUL WINS  
WASTE MANAGEMENT'S  
\$10,000 "THINK GREEN<sup>®</sup>" GRANT**

(AUSTIN, October 13, 2010) – Keep Austin Beautiful has received a \$10,000 cash grant from national non-profit Keep America Beautiful, Inc. (KAB) as part of a nationwide effort sponsored by Waste Management (WM) that encourages local solutions to improving community environments.

In a national competition, KAB challenged nearly 600 local affiliates nationwide to present innovative and ambitious proposals for projects designed to educate and encourage community environmental stewardship. This year, 55 organizations submitted proposals and Keep Austin Beautiful was one of the final 15 chosen to receive a WM Think Green<sup>®</sup> grant.

Keep Austin Beautiful won the \$10,000 grant to expand its popular Patch Pals program that engages youth in cleanups, beautification projects and conservation resource education. Launched in 2006, thanks to a WM Think Green grant, the Patch Pals program is offered to after-school programs, Scout troops, and community youth groups to encourage youth to keep Austin beautiful. With the 2010 grant, Keep Austin Beautiful will offer Patch Pals to more groups and offer new interactive displays for fairs and festivals, while also creating a new Lil' Patch Pals activity book geared for youth ages four to eight.

"The response to our Patch Pals program has been overwhelming, with more than 5,000 activity booklets distributed since the program began. With this grant, we can offer Patch Pals to more youth and also offer a Lil' Patch Pals program to reach children at younger ages," says Rodney Ahart, Keep Austin Beautiful executive director. "Youth who participate and earn their 'I Keep Austin Beautiful' patch learn first-hand how to incorporate conservation practices at home and in the community."

“Waste Management enjoys working with local groups like Keep Austin Beautiful to engage the community in environmental initiatives and community beautification,” says Marcel Dalbey, Waste Management District Manager.

Winning programs had to demonstrate that they encourage recycling and reuse, provide hands-on environmental education, convey the importance of stewardship to the public through a variety of means such as public service announcements, videos and booklets, and/or enhance neighborhoods through beautification and community greening. Support of these initiatives marks Waste Management's continuing commitment to local community quality of life and to building awareness about sustainable resources for effective management of waste.

Waste Management partners with KAB on additional programs, which include community beautification grants and as a National Sponsor for Keep America Beautiful's Great American Cleanup™, the nation's largest community improvement program.

#### **About Keep Austin Beautiful**

Keep Austin Beautiful, Inc. is a non-profit service organization. Our mission is to inspire and educate individuals and our community towards greater environmental stewardship. Keep Austin Beautiful achieves its mission through educational presentations and activities, coordination of citywide and other large-scale cleanup events, and sponsorship of community beautification projects. Keep Austin Beautiful is an affiliate of Keep Texas Beautiful and Keep America Beautiful.

#### **About Waste Management**

Waste Management, based in Houston, Texas, is the leading provider of comprehensive environmental and waste management services in North America. Our subsidiaries provide collection, transfer, recycling and resource recovery, and disposal services. We are also a leading developer, operator and owner of waste-to-energy and landfill gas-to-energy facilities in the United States. Our customers include residential, commercial, industrial, and municipal customers throughout North America. To learn more visit [www.wm.com](http://www.wm.com) or [www.thinkgreen.com](http://www.thinkgreen.com).

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

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. This national nonprofit forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. For additional information, visit [www.kab.org](http://www.kab.org).

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