

I LOVE A



SAN DIEGO

CONTACTS

Lana Findlay

Tel: (619) 291-0103
x 3002

Email:

lfindlay@cleansd.org

Web site:

www.CleanSD.org

FOR IMMEDIATE RELEASE

I Love A Clean San Diego Receives \$10,000 Grant Award as part of Nationwide Competition to “Think Green”

(SAN DIEGO) September 29, 2009 – **I Love A Clean San Diego** announces that it has received a \$10,000 cash grant from national nonprofit Keep America Beautiful, Inc. (KAB) as part of a nationwide effort sponsored by Waste Management that encourages local solutions to improving community environments.

In the competition, more than 575 local affiliates of Keep America Beautiful were challenged to present proposals for ambitious projects representing a wide array of stewardship, community outreach and educational projects. I Love A Clean San Diego is one of 15 winners nationwide, chosen from a field of 42 entries in the 2009 program.

“We are very grateful to Waste Management and Keep America Beautiful for their generous support of this project,” said I Love A Clean San Diego Executive Director Pauline Martinson. “Our goal with this project is to encourage environmentally responsible behavior through peer participation and adult role modeling.”

The winning proposal includes a San Diego county-wide essay contest encouraging 4th-6th grade students to think about recycling as a tool for bettering the environment. The essay prompt will ask students, “How would you encourage others to recycle and ‘Think Green?’” The top three essays will win a recycling makeover for their school, which will include an interactive school-wide

assembly about pollution, waste reduction and recycling; training for school staff on how to start a recycling program; and all the recycling bin supplies necessary to sustain a program at their school.

“I Love A Clean San Diego should be proud, as our national organization is proud, for their initiative in developing this winning proposal,” said KAB President and CEO Matthew M. McKenna. “Their work at the grassroots level exemplifies the mission of our national organization by engaging individuals to take greater responsibility for improving their community environments. We look forward to seeing this project come to fruition through the generosity of Waste Management’s grant.”

“The Think Green grants provide us with a great avenue to demonstrate how Waste Management and Keep America Beautiful think green every day,” said Barry Caldwell, senior vice president of public affairs and communications and chairman of the KAB board. “After all, supporting communities - making them cleaner safer and helping improve their quality of life - is what our company – and KAB – is all about. Each of the affiliates has a project that will make its community cleaner and more beautiful.”

The wide ranges of winning programs are creative and reflect the diverse interests and needs of the communities involved. These programs 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 enhance neighborhoods through community beautifications. Support of these initiatives marks Waste Management’s continuing commitment to local community quality of life and to also building awareness about sustainable resources for effective management of waste.

Waste Management also partners with KAB on different programs, which include additional community beautification grants (target/showcase) and as a National Sponsor for Keep America Beautiful’s Great American Cleanup™, the nation’s largest community improvement program.

About I Love A Clean San Diego

I Love A Clean San Diego leads and educates our community to actively conserve and enhance the environment through outreach, community involvement and example. As one of San Diego County's oldest and largest environmental education non-profit organizations, ILACSD promotes awareness of environmental issues including resource conservation, waste reduction, recycling, community enhancement, and pollution prevention. For more information, please visit www.CleanSD.org.

About Waste Management

Waste Management, based in Houston, Texas, is the leading provider of comprehensive 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 or 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.

