



#### **CONTACT**

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## **Keep Peoria Beautiful Earns Keep America Beautiful President's Circle Award Recognition**

*Local Organization Recognized for Exemplary Performance, Standard of Excellence*

**Peoria, Illinois (Feb. 22, 2016)** – Keep Peoria Beautiful received the 2015 Keep America Beautiful President Circle Award recognition at Keep America Beautiful's recent National Conference in Orlando, Florida. The President's Circle Award recognizes exemplary performance made by certified affiliates of the national nonprofit in creating clean, green and beautiful communities.

In qualifying for a President's Circle Award, Keep Peoria Beautiful has met Keep America Beautiful's standards of merit by conducting an annual Community Appearance Index, calculating the affiliate's cost/benefit ratio, and administering activities in the areas of litter prevention, recycling and waste reduction, and beautification and community greening. Established in 1953, Keep America Beautiful consists of a national network of more than 600 statewide and community-based affiliates whose programs, initiatives and efforts, supported by millions of volunteers, help transform public spaces into beautiful places.

"One of Keep America Beautiful's most effective tools is the work of our grassroots network of community-based affiliate organizations, which has an impact on millions of Americans each year," said Keep America Beautiful President and CEO Jennifer Jehn. "Our affiliates are providing real solutions that help create communities that are socially connected, environmentally healthy and economically sound."

#### **About Keep Peoria Beautiful**

**Keep Peoria Beautiful is a volunteer, not for profit organization committed to improving the Peoria area through litter prevention, recycling, beautification, and education. As an affiliate of the national Keep America Beautiful organization, we have supported community improvement and beautification since 1955. Our goal is to create a cleaner, greener, attractive, litter free community. Keep Peoria Beautiful has been a catalyst to draw together governmental agencies, civic organizations, and volunteers to make a significant impact on the Peoria area community. To learn how you can donate or take action, visit [www.keepeoriabeautiful.org](http://www.keepeoriabeautiful.org).**

#### **About Keep America Beautiful**

At Keep America Beautiful, we want to ensure that beauty is our lasting signature. A leading national nonprofit, Keep America Beautiful inspires and educates people to take action every day to improve and beautify their community environment. We envision a country where every community is a clean, green, and beautiful place to live. Established in 1953, Keep America Beautiful provides the expertise, programs and resources to help people end littering in America, improve recycling in America, and beautify America's communities. The organization is driven by the work and passion of more than 600 community-based Keep America Beautiful affiliates, millions of volunteers, and the support of corporate partners, municipalities, elected officials, and individuals. To learn how you can donate or take action, visit [kab.org](http://kab.org). Follow us on [Twitter](#) and [Instagram](#), like us on [Facebook](#), or view us on [YouTube](#).

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