



NEWS

For Immediate Release

Information Contact:

Robert Phelps, Director
501-682-3507 or 888-742-8701 (toll-free)
robert.phelps@arkansas.gov

Keep Arkansas Beautiful receives national honors

LITTLE ROCK (Dec. 22, 2010) – Keep Arkansas Beautiful (KAB) has earned the Diamond Level State Affiliate designation and has won its sixth Rogers Award from Keep America Beautiful Inc. (KAmB), the nation’s premier community environmental-improvement organization.

The Diamond Level designation recognizes KAmB state affiliates for receiving six consecutive President’s Circle Gold Awards. Over the past six years, KAB has continued to meet all 10 criteria KAmB requires of state affiliates to support its mission and objectives at the state level. These include providing customized support to local affiliates, proactively marketing the KAmB system, maintaining regular communications with KAmB and local affiliates, implementing at least two program activities within the state, undergoing professional development training, and encouraging local training and awarding recognition.

The Rogers Award recognizes creativity in radio and television advertising among KAmB affiliates. KAB’s first-place Rogers Award in the Statewide Television category is for an anti-littering commercial that is part of the “Shine: Keep Arkansas Clean and Green™” campaign that challenges Arkansans to change their habits and take action. Mangan Holcomb Partners, an Arkansas-based marketing communications firm, conceptualized and produced the spot.

About Keep Arkansas Beautiful

As a certified state affiliate of Keep America Beautiful Inc., Keep Arkansas Beautiful works to inspire and educate individuals to reduce litter, recycle and keep Arkansas beautiful. It operates as a division of the Arkansas Department of Parks and Tourism and is overseen by a nine-member commission appointed by the governor. KAB is funded by 1 percent of the eighth-cent conservation tax and, by utilizing volunteers, returns to the state a cost benefit of \$15.34 in

community service for each program dollar spent. For more information about KAB, call toll-free 888-742-8701, visit KeepArkansasBeautiful.com, or stay connected at Facebook.com/KeepArkansasBeautiful or YouTube.com/DontLitterAR.

About Keep America Beautiful Inc.

Keep America Beautiful Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. With a network of nearly 1,200 affiliate and participating organizations, Keep America Beautiful forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community's environment. To learn more, visit kab.org.