



# NEWS

*For Immediate Release*

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## **Six Cities Receive Arkansas Shine Awards from Keep Arkansas Beautiful**

*Communities honored for environmental, community improvement and sustainability programs*

**LITTLE ROCK** (Oct. 14, 2010) – Six Arkansas cities have been named 2010 Arkansas Shine Award winners by the Keep Arkansas Beautiful Commission (KAB). The Arkansas Shine Awards recognize communities that are making significant strides in providing programs and instituting policies to create sustainable communities.

KAB hosted a reception in each city in September and October to present community leaders with the Arkansas Shine Award.

“KAB is eager to recognize the well-rounded efforts of communities across the state and their commitment to civic improvement,” said Robert Phelps, director of KAB. “It takes dedicated leaders and volunteers in many organizations to keep towns clean and green, from litter prevention to recycling programs to beautification.”

Arkansas Shine Awards entrants were evaluated and ranked using performance standards for 1) creating environmental initiatives to reduce litter, encourage recycling and enhance natural beauty; 2) positively impacting economic development; 3) developing public-private partnerships to accomplish goals; 4) securing project funding; and 5) enforcing litter laws and city ordinances for property upkeep. One Arkansas Shine Awards winner was named in each of six population categories.

The 2010 Arkansas Shine Award winners are:

**Eureka Springs, Carroll County (pop. 2,500 or less)** – Eureka Springs was chosen for its various recycling and beautification efforts, including both countywide and citywide clean-up programs. Operation Wildflowers is an ongoing effort in Eureka Springs to beautify entrances to the city through massive plantings of wildflowers. Georgette Garner, a member of the Eureka Springs Garden Club, coordinates the plantings in cooperation with the Arkansas State Highway and Transportation Department.

“Eureka Springs is truly trying to shine in as many ways as possible,” wrote Mayor Dani Joy in the City’s entry. “We do this as a point of community pride, to maintain our outstanding quality of life and to improve our economic health.”

**Waldron, Scott County (pop. 2,501-5,000)** – Waldron was chosen for two events hosted by the community, the annual Earth Day Festival and the Waldron First Saturday Trading Day.

“The spirit of stewardship fostered in the City of Waldron has become a part of everyday life here,” wrote Mayor Randy Butler in Waldron’s Arkansas Shine Awards entry. “Residents take pride in the renewed beauty of downtown and revel in the community gatherings that bring us all closer together.”

**Greenwood, Sebastian County (pop. 5,001-10,000)** – Greenwood was recognized for its efforts to beautify and improve the community through a variety of environmental activities, including the “Yard of the Month” award, “Limb Day” Tuesdays and “Adopt-An-Intersection.”

“Community pride is either instilled or learned, and we offer opportunities for both,” wrote Mayor Kenneth Edwards in Greenwood’s Arkansas Shine Awards entry. “People are proud to call Greenwood home and [our community takes great pride in] being clean by planting trees, building parks and neighborhood beautification.”

**Van Buren, Crawford County (pop. 10,001-20,000)** – Two programs that helped Van Buren stand out were the Saturday Service Worker Program and the Van Buren School District recycling program. The Saturday Service Worker Program is an initiative that sentences offenders from municipal courts to litter-pickup crews instead of jail. The litter-pickup crews work three Saturdays a month. The Van Buren School District recycling program has recycled more than 359 tons of materials in a two-year period.

“Citizens continue to notice the difference within their city, but also recognize there is much further to go,” wrote Mayor Bob Freeman in Van Buren’s Arkansas Shine Awards entry. “Beautifying the city entryways, strengthening the recycling program, and continuing to push code enforcement are community priorities.”

**Hot Springs, Garland County (pop. 20,001-50,000)** – Several events helped Hot Springs stand out. The city launched its first community garden to help provide low-income families with fresh fruit and vegetables through education, direct access and family involvement. In addition, 13 asphalt parking spaces were removed and the parking area returned to a “Community Greenspace.” An open-air Farmers Market Pavilion was built for regional farmers to sell their fresh produce. The city has also added 150 hanging baskets in the downtown area, and 17 trees were planted downtown to replace those damaged during recent storms.

“Our citizens are the driving force for producing positive change in the city and beyond,” wrote Mayor Mike Bush in the city’s Arkansas Shine Awards entry. “The Hot Springs community is one that is very aware of the connection between the environment and the prosperity of the community!”

**Fayetteville, Washington County (pop. 50,001+)** – Fayetteville was recognized for the new GreenWay Initiative, a program and certification process that started this year that works to identify, certify and encourage businesses to do business the “green way.” This group, which includes the

Fayetteville Chamber of Commerce, City of Fayetteville, UA Sam Walton School of Business, UA Applied Sustainability Center and UA Students in Free Enterprise (SIFE), worked in conjunction with community leaders and nongovernmental entities to implement the program. In less than a year, 14 organizations have successfully completed their GreenWAY certification.

“This initiative matches citizens’ energy and commitment to their city with meaningful actions developed by devoted community members,” wrote Mayor Lioneld Jordan in Fayetteville’s Arkansas Shine Award entry. “[These] citizen volunteers ... want to ensure that the city takes action steps to expand its economic base while protecting its natural resources.”

### **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 or visit [KeepArkansasBeautiful.com](http://KeepArkansasBeautiful.com), or stay connected at [Facebook.com/KeepArkansasBeautiful](https://www.facebook.com/KeepArkansasBeautiful) or [YouTube.com/DontLitterAR](https://www.youtube.com/DontLitterAR).