



FOR IMMEDIATE RELEASE

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What: Keep Riverside Clean & Beautiful;
Honored as Affiliate of the Year with Keep America Beautiful

When: Wednesday, November 30, 2011

Where: New Orleans, LA



L to R: Connie Librenjak, KRCB Executive Director, Matt McKenna, CEO, Keep America Beautiful and Jeff Smith, Operations Manager, City of Riverside, Corp Yard.

Local Representatives Earn Recognition for Litter Prevention, Waste Reduction and Beautification Efforts

NEW ORLEANS, LA – Wednesday, November 30, 2011

Keep Riverside Clean & Beautiful was honored November 30, 2011 at the 58th annual Keep America Beautiful National Conference for distinguishing itself as an exemplary affiliate organization. Taking first place in its population category, the organization was honored for its outstanding litter prevention, waste reduction, recycling and community greening programs within the City of Riverside.

Keep America Beautiful's annual National Conference, which took place this year in New Orleans, brought together award-winning affiliates from across the country to share best practices and celebrate the successes of the last 12 months. The Keep America Beautiful Affiliate Awards are open to all KAB affiliates for program activities during the 12-month period from July 1, 2010, through June 30, 2011. The honored organizations encourage individuals to make simple daily choices and to engage in volunteer activities that improve their communities and their local environment.

"It is my privilege to honor Keep Riverside Clean & Beautiful and celebrate its dedication in engaging volunteers to make its community flourish," said Matt McKenna, President and CEO of Keep America Beautiful. *"Award-winning affiliates, such as Riverside, serve as a great inspiration in our national effort to keep America beautiful."*

KRCB is a community program sponsored by the City of Riverside's Public Works Department and Greater Riverside Chambers of Commerce. The mission of KRCB is *to instill a sense of community pride by creating partnerships that work toward the beautification of the city.*

Their formula for success is simple and since 1992 the program has provided opportunities for volunteers to receive hands-on stewardship with beautification projects that reduce litter, remove graffiti and coordinate tree-planting projects throughout the year. KRCB focuses on multiple programs that address the specific needs of our unique and diverse geography throughout Riverside. For more information on how you can volunteer (and receive community service hours) contact us at (951) 683-7100 or visit us www.krcb.com

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