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FOR IMMEDIATE RELEASE

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### **Keep Columbus Beautiful and Green Columbus Announce Earth Day Partnership**

Columbus, Ohio – February 3, 2010 – Keep Columbus Beautiful and Green Columbus announced a partnership for the 40<sup>th</sup> anniversary Earth Day. Both organizations will work together to engage 10,000 volunteers in community service projects on April 17<sup>th</sup> and 18<sup>th</sup> as part of *Earth Day 2010: The Update*, the citywide Earth Day celebration organized by Green Columbus.

The City of Columbus award-winning Keep Columbus Beautiful (KCB) program, which is housed in the City's Department of Public Service, plays a key role in Mayor Michael B. Coleman's Get Green Columbus initiative. KCB is encouraging volunteerism and hosting of worksites through its network of organizations with the ultimate goal of engaging 10,000 volunteers at worksites across central Ohio. The KCB Visitor and Supply Center located at 1265 Marion Rd. on Columbus south side will serve as a location for Earth Day worksite host trainings and supply distribution.


"Earth Day is a great opportunity for the citizens of central Ohio to make a difference in their communities," stated KCB program manager Sherri Palmer adding "There are so many easy things each person can do to make Columbus a greener city, and KCB is proud to be a partner with Green Columbus to help make Earth Day 2010 the best in the event's 40-year history."

The 28 year old KCB program implements comprehensive litter prevention, public education, voluntary recycling, and beautification initiatives throughout the city. In 2009, the program completed 507 projects using 11,165 volunteers at a total volunteer value of \$736,673.22.

The Columbus Earth Day events occur during the Great American Cleanup (GAC), a national community improvement program sponsored by Keep America Beautiful. GAC takes place annually from March 1 through May 31. Mayor Michael B. Coleman will kickoff the local GAC on Saturday March 27<sup>th</sup> with KickButt Columbus! a litter cleanup of area highway exit and entry ramps. Coleman will also join in the *Earth Day 2010: The Update* celebration on April 22 at the Franklin Park Conservatory.

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Promoting sustainable living by: 1) providing forums, 2) raising awareness, and 3) encouraging participation 



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Green Columbus will support the KCB worksites, and those organized by other organizations, by conducting a coordinated campaign to encourage central Ohioans to volunteer, and organizing a celebration on April 22 to recognize accomplishments from the previous weekend and raise awareness about environmental issues. Green Columbus will also help market ongoing KCB events including Kick Butt Columbus.

More information about registering volunteer worksites and other aspects of the central Ohio Earth Day event can be found at [www.Update2010.org](http://www.Update2010.org).

### About Keep Columbus Beautiful

Keep Columbus Beautiful (KCB) is part of the City of Columbus, Department of Public Service. KCB provides education and encouragement about fighting litter; recycling; and preventing and removing graffiti. KCB promotes and coordinates litter cleanups and beautification projects. For more information visit [www.keepcolumbusbeautiful.org](http://www.keepcolumbusbeautiful.org).

### About Green Columbus

Green Columbus exists to promote sustainable living in Central Ohio and globally by 1) providing forums for environmental groups, citizens and others to interact, 2) raising awareness about environmental issues and what can be done to address them, and 3) encouraging participation in action oriented green events. More information is available at [www.greenbus.org](http://www.greenbus.org).