

# KEEP AMERICA BEAUTIFUL

Caitlan McCafferty  
[Caitlan.mccafferty@gmail.com](mailto:Caitlan.mccafferty@gmail.com)  
267-235-5282

## For Immediate Release

### MEDIA ALERT

#### KEEP AMERICA BEAUTIFUL KICKS OFF CAMPAIGN WITH PARK EVENT

#### WHAT:

Keep America Beautiful celebrates its month-long, nationwide park restoration campaign. The event starts the restoration and features a performance from the Friendship Public Charter School Choir and remarks from Washington Wizards point guard, John Wall. The speakers will join the volunteers in beginning the campaign with the clean-up of Chuck Brown Park. The clean-up will include trash pick-up, painting benches, planting trees, and installing new basketball nets in the park.

#### WHO: Jennifer Jehn, KAB President and CEO

Jim Clark, Boys and Girls Clubs President and CEO

Coach Randy Wittman, Washington Wizards

John Wall, Washington Wizards

#### WHERE: Chuck Brown Memorial Park

Langdon Park between 20<sup>th</sup> and Franklin Streets

Washington, DC 20008

#### WHEN: December 1, 2014

Please arrive at the event at 9:30 am. The event will begin promptly at 10 am with the performance. After the remarks from the event speakers, the restoration of the park begins at 10:30 am.

For this campaign, more than 600 KAB affiliates have selected one public park in an underserved area of its community that needs clean-up, beautification, refurbishing or some simple TLC. Once restored, the parks will promote physical activity in the surrounding neighborhoods.

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[Keep American Beautiful](#) (KAB) is a nonprofit that brings individuals, businesses and community leaders together to build and sustain vibrant communities. Its mission is to engage individuals to take greater responsibility for improving their community's environment, and its core issues are preventing litter, reducing waste and beautifying communities.

Caitlan McCafferty  
Remarks for Jennifer Jehn

Thank you to the beautiful choir from Friendship Charter School for that performance!

Good morning everyone and welcome to our kick off event! Keep America Beautiful and I are so excited to get this campaign started. I know we all want to start working, but I hope you will give me a few moments. I would like to welcome our special guests to the event, Jim Clark from the Boys and Girls Clubs of America, Coach Randy Wittman and John Wall from the Washington Wizards. I know everyone is looking forward to hearing about their experiences. But first, I wanted to speak a little about this magnificent campaign.

This is the largest service project Keep America Beautiful has initiated in the organization's history. We have invited more than 600 of our affiliates to join us as we travel across the country and restore our parks. We selected Charles Brown Memorial Park as our kick-off location because it is a great example to of the work we are trying to do during this campaign. These are the kinds of parks we want to help to restore. These parks service a community that deserves a safe, clean, and fun space that will serve it for years to come. The campaign is going to continue our work and reinforce our commitment to treasuring this place we all call home.

Keep America Beautiful sustains communities. Recently, we achieved great change with our Great American Cleanup. We saw immense change within 20,000 communities. 4.2 million volunteers provided \$230 million in benefits to our environment. This incredible achievement has encouraged us at KAB to keep up the good work! This campaign is a continuation of the work started with the Great Cleanup. This campaign will advocate for small communities with little resources. A single action can improve a neighborhood. We see the beauty in a tiny alley way, not just a community garden. With our work, people take a greater responsibility and it results in a stronger sense of community. It is imperative that we keep increasing community spirit and use that momentum to encourage positive change.

That is the goal of this campaign. Keep America Beautiful will help communities across the nation clean up, restore, and plant. But this campaign will do much more than that. KAB and our affiliates will restore these parks and leave behind safe, beautiful places where neighborhoods can flourish. We'll take something from dirty and abandoned to clean and functional. People will start to enjoy these parks. The community can start a garden or use the space for a farmers market. Families and friends can spend time with each other in the outdoors. It could be kids playing or parents planting, but most importantly, these projects will create valuable spaces that foster positive growth.

I think that I will now let our featured guests speak more about how these spaces add to the value of communities. First will be Jim Clark, CEO and president of the Boys and Girls Club.

Thank you.