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NEWS RELEASE

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Keep Augusta Beautiful receives \$15,000 grant

AUGUSTA, GA (Aug.20, 2021) – Keep America Beautiful, the nation’s leading community improvement nonprofit organization, has awarded a \$15,000 Cigarette Litter Prevention Program grant to Keep Augusta Beautiful to help the organization combat the most commonly littered item in America. Keep Augusta Beautiful is one of 50 organizations to get the merit-based funding.

Keep Augusta Beautiful will use the grant to purchase ash receptacles and accessories and conduct educational outreach. The organization encourages business owners and civic organizations with cigarette litter to call 706-312-4125 or email keepaugbeautiful@augustaga.gov to get their free receptacle, while supplies last. The group will also be distributing free pocket ashtrays at the Augusta Municipal Building.

Communities that implemented the Cigarette Litter Prevention Program (CLPP) in 2018 reported an average 62% reduction of cigarette litter, even greater than the previous year’s average reduction of 52%.

“Litter is both the smallest and largest problem at the same time,” said Jerred Jones, program director for the CLPP. “Keep America Beautiful is dedicated to educating consumers on the hazards of littering in public spaces and providing the tools to reduce litter. Access to ash receptacles and portable pocket ashtrays are crucial to changing littering behaviors.”

The CLPP, created by Keep America Beautiful in 2002, is the nation's largest program aimed at eliminating cigarette butt and cigar tip litter. Since its inception, the program has been successfully implemented in more than 1,800 urban, suburban and rural communities nationwide. Over the past decade, participating communities have consistently cut cigarette butt litter by 50% based on local measurements taken in the first four months to six months after program implementation.

Research has shown that even self-reported “non-litterers” often don’t consider tossing cigarette butts on the ground to be “littering.” Keep America Beautiful has found that cigarette butt litter occurs most often at transition points—areas where a person must stop smoking before proceeding into another area. These include bus stops, entrances to stores and public buildings, and the sidewalk areas outside of bars and restaurants, among others.

The CLPP is supported by funding from Altria, Reynolds American, and the Santa Fe Natural Tobacco Company.

About Keep Augusta Beautiful



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We are a Community Engagement Initiative that provides opportunities for the public to partake in Litter Prevention, Recycling Education, and Beautification activities. The Mission of Keep Augusta Beautiful is to Educate, Engage, and Coordinate public awareness on litter prevention, proper recycling, and beautification of Augusta, GA. Follow us on [Facebook](#), [Instagram](#), [Twitter](#), and [YouTube](#). Find volunteering opportunities and learn more at www.KeepAugustaBeautiful.com.

About Keep America Beautiful

Keep America Beautiful, the nation's leading community improvement nonprofit organization, inspires and educates people to take action every day to improve and beautify their community environment. Established in 1953, Keep America Beautiful strives to End Littering, Improve Recycling, and Beautify America's Communities. We believe everyone has a right to live in a clean, green, and beautiful community, and shares a responsibility to contribute to that vision. The organization is driven by the work and passion of nearly 700 Keep America Beautiful affiliates, millions of volunteers, and the collaborative support of corporate partners, social and civic service organizations, academia, municipalities, elected officials, and individuals. Join us on [Facebook](#), [Instagram](#), [Twitter](#), and [YouTube](#). Donate and take action at kab.org.

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