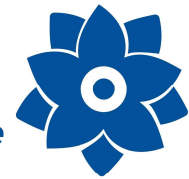




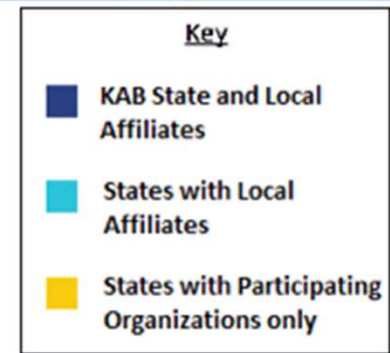
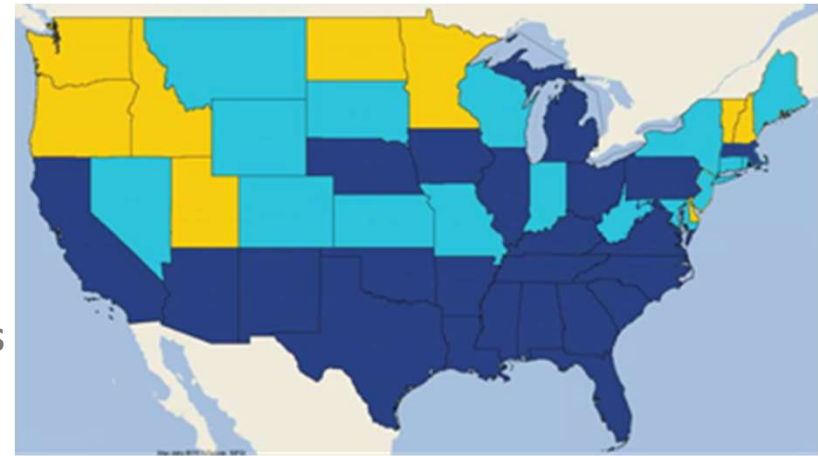
KEEP AMERICA  
**BEAUTIFUL**

KEEP MISSISSIPPI BEAUTIFUL  
*A Keep America Beautiful Affiliate*



# NATIONAL NETWORK, LOCAL IMPACT

- 620+ affiliates, tens of thousands of communities
- National programming, best practices and standards, professional development, research, centralized reporting and more
- Partnerships with regional and state recycling organizations
- Relationships with state governments, municipalities and public officials
- Millions of volunteers and participants in programs annually



# KEEP MISSISSIPPI BEAUTIFUL AFFILIATES

- Keep Belzoni Beautiful
- Keep Booneville Beautiful
- Keep Brookhaven-Lincoln County Beautiful
- Keep Byram Beautiful
- Keep Canton Beautiful
- Keep Chickasaw County Beautiful
- Keep Clarksdale Beautiful
- Keep Cleveland Beautiful
- Keep Clinton Beautiful
- Keep Columbia/Marion County Beautiful
- Keep Columbus/Lowndes County Beautiful
- Keep Copiah Beautiful
- Keep Corinth/ Alcorn County Beautiful
- Keep Crystal Springs Beautiful
- Keep Desoto County Beautiful
- Keep Diamondhead Beautiful
- Keep Flora Beautiful
- Keep Greenville Beautiful
- Keep Greenwood-Leflore County Beautiful
- Keep Hancock County Beautiful
- Keep Harrison County Beautiful
- Keep Hattiesburg Beautiful
- Keep Holmes County Beautiful
- Keep Indianola Beautiful
- Keep Iuka Beautiful
- Keep Jackson Beautiful
- Keep Kosciusko Beautiful
- Keep Laurel/Jones County Beautiful
- Keep Leake County Beautiful
- Keep Madison the city Beautiful
- Keep Magee Beautiful
- Keep Mendenhall Beautiful
- Keep Meridian/Lauderdale County Beautiful
- Keep Monroe County Beautiful
- Keep Morton Beautiful
- Keep Mount Olive Beautiful
- Keep Natchez/ Adams County Beautiful
- Keep New Albany Beautiful
- Keep Ocean Springs Beautiful
- Keep Oxford/Lafayette County Beautiful
- Keep Panola County Beautiful
- Keep Pascagoula Beautiful
- Keep Pearl Beautiful
- Keep Pearl River County Beautiful
- Keep Picayune Beautiful
- Keep Pike County Beautiful
- Keep the Reservoir Beautiful
- Keep Richland Beautiful
- Keep Ridgeland Beautiful
- Keep Simpson County Beautiful
- Keep Stone County Beautiful
- Keep Starkville Beautiful
- Keep Tupelo Beautiful
- Keep Vicksburg Beautiful
- Keep Walnut Grove Beautiful
- Keep Waveland Beautiful
- Keep Yazoo City Beautiful

# OUR GUIDING PRINCIPALS

- Individual Responsibility
- Education
- Partnerships
- Volunteerism



# SOURCE OF LITTER: INDIVIDUAL BEHAVIOR

- Motorists
- Pedestrians
- Improperly Covered Loads
- Improperly Secured Containers



# IMPACTS

CURB APPEAL can account for 70% of visitor sales at restaurants, golf courses, wineries, retail shops, & lodging facilities.

-Destination Development



# UNTARPED LOADS LEAD TO LITTER AND ACCIDENTS



# WILDFLOWER TRAILS OF MISSISSIPPI

- Increase awareness and education of the importance of pollinators and native plants and their role in the environment
- Enhance aesthetics through the natural beauty of wildflowers
- Generate tourism through economic development





# GREAT AMERICAN CLEANUP

The nation's largest community improvement effort which takes place annually in an estimated 15,000 communities nationwide.

Keep MS Beautiful provides garbage bags to anyone in the state who would like to host an organized cleanup – request forms and wrap up reports can be found on our website.

This past year, KMB communities collected over 1.25 million pounds of litter from Mississippi landscape. The work from our volunteers translates to over \$4.2 million of taxpayer savings.



# 2023 GREAT AMERICAN CLEANUP STATE KICKOFF EVENT



Location: Carriere, MS

Date: May 10, 2023

Host: Keep Pearl River County Beautiful



# OUR VISION: WHAT WE BELIEVE

Everyone has a right to live in a clean, green and beautiful community, and shares a responsibility to contribute to that vision.

**End Littering**



**Improve Recycling**



**Beautify Communities**



# KEEP MS BEAUTIFUL CAMPAIGN



**Be Beautiful**  
Let's keep our waterways litter-free.

KEEP MISSISSIPPI BEAUTIFUL  
A Keep America Beautiful Affiliate



**Be Beautiful**  
Help us keep our roadways litter-free.

KEEP MISSISSIPPI BEAUTIFUL  
A Keep America Beautiful Affiliate





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[Keepmsbeautiful.com](http://Keepmsbeautiful.com)