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**PRESS RELEASE FOR IMMEDIATE RELEASE**

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**Keep America Beautiful Launches 2016 Great American Cleanup Effort**

Keep Mohawk Valley Beautiful (KMVB), a six-county NYS affiliate of the national Keep America Beautiful (KAB) program, is launching the 17<sup>th</sup> annual Great American Cleanup, scheduled for April 1 – May 31.

KAB works to create sustainable communities that are socially connected, environmentally healthy, and economically sound and their annual Great American Cleanup is the country's largest community improvement program. Each spring KAB affiliates, like KMVB, engage more than 4 million volunteers in more than 20,000 communities nationwide. "We intend to have local volunteers in the six-County Mohawk Valley Region take action to work on beautifying and cleaning areas along the canal and other waterways, parks, recreation areas and streets," said Dan Sullivan, Chair of the KMVB Board of Directors.

William A. Rabbia, Executive Director of the Oneida-Herkimer Solid Waste Authority and partner in the Cleanup Program, said "While KMVB along with other organizations plan volunteer events structured to clean up and beautify public areas, they also focus on inspiring generations of environmental stewards. KMVB is cleaning up, yes, but we are also changing behaviors by engaging the enthusiasm of involved young people," said Rabbia.

KMVB is also offering a Litter Hotline so that residents can report areas with litter, debris or potential threats to public health. Residents can anonymously call the Litter Hotline at (315) 733-1224 ext. 3232 and KMVB will notify the appropriate municipalities for action.

"From Boonville to Cobleskill, from Oneonta to Northville, and all along the Mohawk Valley," said Sullivan, "volunteers will be working together to change their communities. "KMVB members, working together on projects like the Great American Cleanup, community gardens, recycling and beautification help leverage other public and private resources to positively impact our region," said Sullivan.

By registering your event, you are eligible to receive **free materials** including gloves, trash bags, banners and other assistance.

To register your event or volunteer your time, visit [www.ohswa.org](http://www.ohswa.org). (Click *Register for Cleanup*.) Additionally, if you would like to report a site that needs to be cleaned or rehabilitated, call the Litter Hotline at (315) 733-1224 ext. 3232. To donate funding or materials, call (315) 219-2112.

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