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### **FOR IMMEDIATE RELEASE**

## **{KEEP THE SHOALS BEAUTIFUL} Receives \$10,000 Grant Award as part of Nationwide Competition to “Think Green”**

Shoals Chamber, September 30, 2009 – {Keep the Shoals Beautiful} announces that it has received a \$10,000 cash grant from national nonprofit Keep America Beautiful, Inc. as part of a nationwide effort sponsored by Waste Management that encourages local solutions that improve community environments.

In the competition, more than 580 local affiliates of Keep America Beautiful (KAB) were challenged to present proposals for ambitious projects representing a wide array of stewardship, community outreach and educational projects. (Keep the Shoals Beautiful) is one of 15 winners nationwide, chosen from a field of 42 entries in the 2009 program.

The winning proposal includes funding for a contest to create a 24 second Public Service Announcement for recycling, funding to air the winning PSA on a local cable network and nine new recycling containers for our parks.

“(Keep the Shoals Beautiful) should be proud, as our national organization is proud, for their initiative in developing this winning proposal,” said Keep America Beautiful president and CEO Matthew M. McKenna. “Their work at the grassroots level exemplifies the mission of our national organization by engaging individuals to take greater responsibility for improving their community environments. We look forward to seeing this project come to fruition through the generosity of Waste Management’s grant.”

“The Think Green grants provide us with a great avenue to demonstrate how Waste Management and Keep America Beautiful think green every day,” said Barry Caldwell, senior vice president of public affairs and communications and chairman of the KAB board. “After all, supporting communities - making them cleaner safer and helping improve their quality of life - is what our company – and KAB – is all about. Each of the affiliates has a project that will make its community cleaner and more beautiful.”

The wide ranges of winning programs are creative and reflect the diverse interests and needs of the communities involved. These programs encourage recycling and reuse, provide hands-on environmental education, convey the importance of stewardship to the public through a variety of

means such as public service announcements, videos and booklets, and enhance neighborhoods through community beautification. Support of these initiatives marks Waste Management's continuing commitment to local community quality of life and to also building awareness about sustainable resources for effective management of waste.

Waste Management also partners with KAB on different programs, which include additional community beautification grants (target/showcase) and as a National Sponsor for Keep America Beautiful's Great American Cleanup™, the nation's largest community improvement program.

## Keep the Shoals Beautiful

### Mission Statement

#### **About Waste Management**

Waste Management, based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Our subsidiaries provide collection, transfer, recycling and resource recovery, and disposal services. We are also a leading developer, operator and owner of waste-to-energy and landfill gas-to-energy facilities in the United States. Our customers include residential, commercial, industrial, and municipal customers throughout North America. To learn more visit [www.wm.com](http://www.wm.com) or [www.thinkgreen.com](http://www.thinkgreen.com).

#### **About Keep America Beautiful, Inc.**

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. This national nonprofit forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. For additional information, visit [www.kab.org](http://www.kab.org).

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