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Press Release

1/22/2020 - kfbboard@keepflorencebeautiful.org

2020 Great American Cleanup & Earth Day Celebration

In its 20th year as an affiliate of Keep America Beautiful, the Keep Florence Beautiful Board of Directors, along with individuals, churches, nonprofit organizations, political organizations, businesses and schools, join hands in cleaning up Florence and ridding streets and neighborhoods of debris and trash.

The Great American Cleanup (GAC) will be held **Saturday, April 18, 2020**. Volunteers will be cleaning their designated areas of the community then meeting at **Naturally Outdoors Outfitters, 2519 W Palmetto Street, Florence**, where teams turn in their clean up reports and enjoy a free lunch provided by Keep Florence Beautiful and its sponsors' **between 11:00 - 1:00 pm**

Keep Florence Beautiful has teamed up with Florence County Disabilities and Special Needs to collect paper at Naturally Outdoors, to be recycled; the paper will be collected onsite then shredded at the AAA certified Palmetto Secure Document Destruction Facility.

In addition to the "GAC" Keep Florence Beautiful will also be celebrating Earth Day during the April 18th event. **Earth Day** is an annual event celebrated around the world to demonstrate support for environmental protection, in 2020 we celebrate the 50th Year Anniversary of this event world-wide. Special activities and information about how you can make a difference in your community will be provided to everyone that attends the luncheon at Naturally Outdoors (**2519 W Palmetto Street, Florence**).

For additional information, contact Michelle Bailey at michelle@keepflorencebeautiful.org or visit www.keepflorencebeautiful.org. To learn more about Keep America Beautiful go to <http://www.kab.org>

About Keep Florence Beautiful – "KFB" is a 501(c)(3) organization based in Florence, South Carolina. Our mission is to engage individuals to take greater responsibility for improving Florence through the visual aspects of our community. We support Litter Prevention, Waste Reduction, Recycling, Beautification, and Community Greening. We identify the causes of litter and reduce it by organizing cleanups and programs that beautify and naturally clean our environment, these programs include community education for responsible consumerism and sustainability; source reduction, reuse and recycling; community gardens; restoration of vacant lots and waterway beautification.