

Perceptions of litter in America

■ 48% of Americans

admit to littering in the past 10 years.

■ 30% of surveyed youth

ages 8-14 said they don't care about litter.

■ Half a million or more cigarette butts are littered each day in Kansas City, Missouri alone!

Keep Kansas City Beautiful is working to **change behavior and attitudes** about litter by developing programs to prevent waste and neighborhood deterioration by encouraging community beautification.

Visit us on the web at www.keepkansascitybeautiful.org



Keep Kansas City Beautiful

is committed to increasing neighborhood involvement, changing behavior and attitudes about litter and creating partnerships with all sectors of the community.

Keep Kansas City Beautiful is a non-profit organization in conjunction with Bridging The Gap.



Keep Kansas City Beautiful
435 Westport Road, P.O. Box 10220
Kansas City, MO 64171
Phone: 816-561-1086
Fax: 816-561-1091
kkcb@bridgingthegap.org
www.keepkansascitybeautiful.org

Printed on recycled paper.



Keep Kansas City Beautiful

Our mission

is to involve citizens, businesses and government in creating a cleaner and more

beautiful Kansas City



Keep Kansas City Beautiful

About

Keep Kansas City Beautiful

Founding partners:

Kansas City Power & Light,

Bridging The Gap and the **City of**

Kansas City, Missouri, started

Keep Kansas City Beautiful, which

became a non-profit **Keep America**

Beautiful affiliate in May 2000.

Keep Kansas City Beautiful is

governed by a diverse Board of Direc-

tors that includes

representatives from business, govern-

ment and the community.

Keep Kansas City Beautiful **FOCUS**

Public Awareness

- Raise **community awareness** of the benefits in improved quality of life and increased economic development opportunities.

Education

- Develop and implement **curricula** for students grades K-12.
- Coordinate educational and community involvement programs for **youth**.
- Provide **educational speakers** for community groups.

Litter Abatement

- Reduce and prevent litter by developing **litter-free events**.
- Involve the community in reducing and preventing litter through the **Adopt-A-Spot** program.
- Host the annual **Great American Cleanup**.
- Using the **Litter Index** tool, measure Kansas City area litter.

Are **you** interested in creating a cleaner and more **beautiful** Kansas City?

Please contact us to learn more about:

- Great American Cleanup
- Litter-Free Events
- Litter Index
- School Curriculum
- LEAP (Leadership in Environmental Action Projects)
- Adopt-A-Spot
- Serving on a committee
- Support through funding
- Sponsoring an event or program

Name _____

Address _____

Phone _____

Email _____

Please mail or fax this form to:

Keep Kansas City Beautiful

P.O. Box 10220

Kansas City, Missouri 64171

Fax - 816-561-1091

Or e-mail us at kkcb@bridgingthegap.org

Thank you for your commitment

Visit us on the web at www.keepkansascitybeautiful.org

