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**FOR IMMEDIATE RELEASE**

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**CITY OF JACKSONVILLE AND KEEP JACKSONVILLE BEAUTIFUL COMMISSION  
WIN TWO FIRST PLACE NATIONAL AWARDS**

***Recognized as Best Affiliate and for Cigarette Litter Prevention Program***

**JACKSONVILLE, Fla., Nov. 1, 2010** – The City of Jacksonville and the Keep Jacksonville Beautiful Commission (KJB) took two first place in two Keep America Beautiful (KAB) award categories—the Affiliate Award and the Cigarette Litter Prevention Program Award.

Keep America Beautiful will present the awards to Keep Jacksonville Beautiful at the 58<sup>th</sup> Annual National Conference in December. The conference will be in Orlando, Fla. and attended by affiliates nationwide.

The most prestigious award is the Affiliate Award, which recognizes the best affiliate in the nation. Jacksonville's team was recognized for successful litter prevention efforts, including citywide cleanup events, outreach and education efforts and beautification projects, such as ongoing partnership with corporate partners to plant trees and plants at local elementary schools.

Mayor John Peyton, a strong supporter of KJB efforts, celebrated the city's strong showing by saying, "Keep Jacksonville Beautiful is one organization we can always count on to serve our community in a stronger way every year. Most importantly, they do it the right way – with creative community outreach, enthusiastic volunteers and dedicated corporate partners. The KJB's efforts will pay off for all of us in the long run and I am proud to claim them as our own."

In addition to the First Place KAB Affiliate Award, Jacksonville's efforts to reduce cigarette litter also received first place in the Cigarette Litter Prevention Program category. Evaluations of all applicants were based on successful efforts to recreate at a local level successful program strategies outlined by KAB. The strategies include support for local anti-litter laws, efforts to influence behavior through public education, installation of ash receptacles, and the distribution of portable and pocket ashtrays.

A number of partners helped to make the on-going campaign possible including the city's Public Works Department, the Florida Department of Environmental Protection, the St. Johns River Water Management District's Water Action Volunteer program and Jacksonville transportation Authority. In addition, Downtown Vision, Inc., a non-profit organization whose purpose is to promote a cleaner and greener downtown Jacksonville supported the program by lending their "downtown ambassadors" to distribute portable ashtrays to urban smokers.

The KJB also purchased 16 ash receptacles for various public locations, including the Riverside neighborhood, Norhbank Riverwalk and downtown. In fact, nine of the receptacles were installed at the Rosa Parks Transit/Skyway station in downtown.

The City of Jacksonville would like to thank the Keep Jacksonville Beautiful commissioners and sponsors, as well as their partnering community agencies and volunteers.



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For more information about Keep Jacksonville Beautiful, visit the city's website at [www.coj.net](http://www.coj.net). For a list of all of the Keep America Beautiful 2010 Award Winners, visit [www.kab.org](http://www.kab.org). Keep America Beautiful is the nation's largest volunteer-based community action and education organization.

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