

Keep Jackson Beautiful
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For Immediate Release

**Volunteers Take Action for a Cleaner, Greener America as
KEEP JACKSON BEAUTIFUL Kicks Off 2008 Great American Cleanup™**

*--Waste Management Supports Clean-up and Beautification Efforts in Jackson, Mississippi
as Part of America's Largest Community Improvement Event --*

Jackson, Mississippi March 8, 2008 Keep Jackson Beautiful volunteers are rallying to improve their local parks, public spaces, waterways, hiking trails, sidewalks and streets by participating in Keep America Beautiful's Great American Cleanup™, the nation's largest annual community improvement program, which takes place through May 31. Keep Jackson Beautiful will kick-off their activities with a cleanup in the Washington Addition neighborhood, on March 8, 2008 at 9:00 a.m. through 12:00. Opening ceremony will be at JSU and a cleanup green up event at The Bethlehem Center at 920 Blair Street. To volunteer, call 601-366-4842

"Finding ways to improve the nation's communities – and our overall environment – is not only one of Keep America Beautiful's main objectives, but it's also a topic that is increasingly top-of-mind with most Americans," said Matthew McKenna, president of Keep America Beautiful. "In its 24th year, the Great American Cleanup continues to be a vehicle for volunteers across the country, driving them to take a hands-on approach to sustainability by conducting cleanups, recycling drives, tree and flower plantings and other community improvement activities."

Waste Management, Inc. will present a "Waste Management Community Improvement Award" of \$5000.00 to Keep Jackson Beautiful and will donate the use of their equipment for the Great American Cleanup along with personnel who will be helping with the clean-up process.

"Since the people of Waste Management live and work in the communities we serve, we are deeply committed to the life and vitality of our communities," said Buford Clark, local market area general manager. "We want to be good neighbors in every way, continuing to build a reputation as a community partner and environmental steward."

Keep Jackson Beautiful's Great American Cleanup activities are part of a larger national effort that is expected to involve over 2.8 million people, volunteering more than 8 million hours to clean, beautify and improve 17,000 communities during 30,000 events in all 50 states. The 2007 Great American Cleanup produced phenomenal results with over 200 million pounds of litter and debris collected; more than 2.2 million scrap tires and 70.6 million plastic (PET) bottles removed from the waste stream; 3,500 illegal dump sites cleaned; 22.4 million pounds of aluminum and steel recycled; over 4.6 million trees, flowers and bulbs planted and more than 7,000 miles of rivers, lakes and shorelines cleaned by the strength of an estimated 2.8 million volunteers.

Many of America's leading companies are dedicated to supporting and sponsoring the efforts for the 2008 Great American Cleanup and are providing in-kind donations and grants to aid in community improvement events. The national sponsors are: American Honda Motor Co., Inc., The Dow Chemical Company, Firestone Complete Auto Care™ and TiresPlus™, GLAD® ForceFlex Trash Bags from The Glad Products Company, Pepsi-Cola Company, Sam's Club®, The Scotts Miracle-Gro Company, Sprint Foundation, Troy-Bilt® Lawn and Garden Equipment, Waste Management, Inc., and the Wm. Wrigley Jr. Company. Educational Partners: Rubber Manufacturers Association and ReCellular, Inc.

For the sixth consecutive year, President George W. Bush will serve as Honorary Chair of the Great American Cleanup. Mrs. Laura Bush will also be joining him for the fourth consecutive year as Honorary Chair.

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's environment. The Great American Cleanup™ is the organization's signature program that mobilizes millions of volunteers to improve their communities through hands-on participation. For more information, visit www.kab.org.