



Keep Jackson Beautiful

Keep Jackson Beautiful's goal is to build and maintain a cleanliness ethic that eliminates littering, encourages recycling, protects the future of our urban forests, and fosters the beautification of public spaces.

EARTH DAY

On April 22, 1970, Senator Gaylord Nelson of Wisconsin proclaimed the first "Earth Day", giving birth to one of the largest events on record. Ten thousand schools, two thousand colleges and universities, and virtually every community in the United States participated.

The first Earth Day helped prompt passage of the Clean Air Act and the clean Water Act. It helped move the President and Congress to create the Environmental Protection Agency. Local communities can and must continue to make major contributions to solving our environmental and natural resource problems. Likewise, schools and service organizations can do their part to shape our future by raising awareness about the environment.

REDUCE, REUSE, AND RECYCLE

EVERY YEAR AMERICANS THROW AWAY

- 65 BILLION ALUMINUM CANS
- 29 BILLION GLASS BOTTLES AND JARS
- 40 MILLION TONS OF PAPER
- 4 MILLION TONS OF PLASTIC

HELP SOLVE THE SOLID WASTE DILEMA BY DEVELOPING
"SMART HABITS"

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