

January 2010



Dear Great American Cleanup Participant:

Congratulations on your PET (plastic bottle) recycling accomplishments during the 2009 Great American Cleanup! Through your PET recycling efforts and the efforts of other organizations in communities across America, a record-breaking 243 million PET bottles were collected for recycling during the March 1 to May 31 Great American Cleanup program period. That's a 29% increase from 2008!

This year, Nestlé® Pure Life® Purified Water has joined as the Category Specific Official National Bottled Water Sponsor of the Great American Cleanup, and they will be working with Keep America Beautiful to further energize our PET recycling activities and to hopefully set new records nationwide in this vital recycling activity.

To help support the Great American Cleanup PET recycling efforts, Nestlé® Pure Life® Purified Water is offering twenty-five (25) Nestlé® Pure Life® PET Recycling Awards, consisting of One Thousand (\$1,000.00) Dollars, to State and Local KAB Affiliates who collect the most PET for recycling during the 2010 Great American Cleanup.

Nestlé® Pure Life® PET Recycling Awards will be awarded to twenty-four (24) KAB Affiliates, who participate in the Great American Cleanup and are in Good Standing. Those who collect the most pounds of PET for recycling during the 2010 Great American Cleanup (March 1 – May 31), per capita based on population served. There will be 8 awards in each of 3 population categories:

- Small (Under 50k)
- Medium (50k - 250K)
- Large (Over 250K)

There will also be one (1) \$1,000 award for the State Affiliate in whose state the most PET is collected for recycling based on population served.

If you would like to be considered for any of these awards, please complete the Nestlé® Pure Life® Purified Water Thank You Note, in the National Sponsor Thank You Stationery, supplied in your Great American Cleanup 2010 Program Kit or Online Program Kit at www.kab.org/gackit and return it, along with your completed Great American Cleanup 2010 Wrap-Up Report and Thank You Stationery, to KAB by June 23, 2010 for Local Affiliates and July 15, 2010 for State Affiliates. The form will serve as your entrance into the competition.

For questions or additional information, please contact Jason Smith directly at jsmith@kab.org or (203) 659-3012.

Thank you for your interest and commitment to beautifying the world around us.

Best regards,

The Great American Cleanup Department