



KEEP AMERICA  
**BEAUTIFUL**  
 — K A B . O R G —

## Raising Awareness:

National public service advertising campaign that has over \$118 million in donated media and 3.8 million website visitors.



**\$118**  
 MILLION  
 in donated media to date.

## Pledge to Recycle:



**215,000+**  
 individuals have taken the  
 "Be Recycled" pledge.  
 Since 2011

## Support Public Space Recycling:



**1 Million +**  
 people provided with daily  
 access to on-the-go recycling.  
 Since 2010

## Recycling Ambassadors:

Work with and provide resources to



**6,000+**  
 educators to unify,  
 simplify and amplify  
 recycling messaging  
 and approaches.

## Research to Identify Successful Strategies:

First-of-its-kind research regarding recycling bin configuration and communications, improving recycling by



**20%** ↑  
 in office settings.

## Collected Items for Recycling & Reusing:



**262+**  
 MILLION LBS.

through America Recycles Day, Recycle-Bowl, RecycleMania and the Great American Cleanup.

## Greenhouse gas emissions avoided

equivalent to



**87,827**

cars removed from the road for a year based on CO2 equivalent reductions from recyclables.

## K-12/College Students:

Through our competition programs, we annually engage



**5.5**  
 MILLION students.

Data based on 2015 Keep America Beautiful reporting unless otherwise noted.



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**End Littering**



**Improve Recycling**



**Beautify Communities**

# How Will You Keep America Beautiful?

Keep America Beautiful seeks to educate, motivate and activate people to recycle more and recycle right by improving recycling awareness and participation. We provide tools to inform people how and where to make recycling happen, and most importantly why to recycle—transforming the act of recycling into a daily social norm.

Learn more about some of our key recycling programs: America Recycles Day, Be Recycled, Recycle-Bowl and RecycleMania.

Donate | Volunteer | Partner  
**kab.org**