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Great American Cleanup 2023 Wrap Up Report

In 2023, Keep America Beautiful[®] celebrated the 25th Annual Great American Cleanup[®]. Affiliates and participating organizations across the country joined together to clean and beautify their communities by removing litter and debris from roadsides, highways, shorelines, and waterways; planting trees, flowers, and gardens; cleaning and restoring nature trails, recreation areas, and playgrounds; and educating communities about waste reduction and recycling.



"Witnessing the remarkable achievements of our affiliate network during the Great American Cleanup has been extraordinary," said Jennifer Lawson, President and CEO of Keep America Beautiful. "With over 300,000 dedicated volunteers actively participating in 2023—removing 10,714,210 pounds of litter, cleaning 1,947 miles of waterways, and planting 6,257 trees—the impact is evident. These community-led events are creating cleaner, healthier, and safer environments for everyone to enjoy for years to come."





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Numbers Tell a Story

The following reflects Keep America Beautiful's 2023 Great American Cleanup results. These figures were derived from reports obtained from Keep America Beautiful affiliates and help describe the extent of their extraordinary accomplishments. We continue to receive reports, and will provide our sponsors with updated statistics.

- 9,516 Events
- 308,397 Volunteers & participants
- 10,714,210 Pounds of litter and debris collected
- 11,016,714 Pounds of items recycled
- 787,966 Acres of parks, public lands, playgrounds, and trails cleaned & improved
- 21,442 Miles of streets, roads, and highways cleaned, improved, or beautified
- 1,947 Miles of waterways cleaned and improved
- 65,569 Plants, shrubs, flowers, and bulbs planted
- 6,257 Trees planted
- \$22,637,781 in benefit to communities





Highlights



Cleanup Kits: Thanks to support from Dow and Altria, Keep America Beautiful was able to provide cleanup kits for local activities by affiliates and individuals who wanted to make a difference in their communities. This year's kits included a new element, a canister for volunteers to collect cigarette litter to send to TerraCycle® for recycling.

Cleanup kits were:

- Granted 3,570 cleanup kits to 74 KAB affiliates and other community organizations in 21 states to enhance their local cleanup activities and provide volunteers to keep their communities beautiful regularly.
- Distributed 500 kits to individuals across the nation to conduct individual cleanups in their own community.
- Leveraged for use in small group cleanups as part of corporate employee engagement programs.





Highlights

Program Innovation for Waterway

Litter: Thanks to the generous support from Altria and Santa Fe Natural Tobacco, KAB was able to continue to deploy innovative equipment to help capture the smallest pieces of litter on beaches and along waterways. Robotic beach cleaners and waterway trash skimmers were deployed to:



- Keep Euclid Beautiful, OH received a BeBot robotic beach cleaner that rakes debris from the sand without disturbing wildlife. The cleaner will be used to help clean the City's beaches along Lake Erie as well as to educate individuals about the importance of proper waste disposal.
- Keep The Tennessee River Beautiful, TN received a PixieDrone, a robotic waterway collection device that collects floating waste on the surface of the water. They also received and deployed Seabin electric skimmer collection devices along the Tennessee Rivier and its tributaries creating the largest Seabin network on any river in the world.
- Keep New Hanover Beautiful, NC, received a BeBot for its shoreline. After an October training, the community deployed the device.
- Fox Weather spoke with Keep Brevard Beautiful Executive Director, Bryan Bobbit, about the purpose of BeBot - [Solar-powered robot helping to clean plastic, trash from Cocoa Beach in FL](#)
- We are looking forward to additional deployments of the technology early spring 2024 with Keep Massachusetts Beautiful and North Cove Marina in Brooklyn, NY.





Media Mentions

The extensive media coverage of the Great American Cleanup included a diverse array of multimedia platforms, such as print, broadcast, and social media:

Editorial & Broadcasting: Reach 1.94 BILLION

Top performing stories:

- [ABC 23 Bakersfield](#) - Reach 60M
- [Fox 59 Indianapolis](#) - Reach 1.9M
- [Post and Courier](#) - Reach 1.48M
- [10 Wavy](#) - Reach 1.28M

Social Media: Impressions 4.26 MILLION

Social Media mentions:

- [@MayorJerryDyer](#)
- [@GreenZone_](#)
- [@AltriaNews](#)
- [@AltairEyewear](#)
- [Brian Doorman \(CBS47 Fresno\)](#)

YouTube Videos:

- [Keep America Beautiful® CEO Reflects on the Great American Cleanup®](#)
- [10 Tampa Bay](#)
- [City of McAllen](#)
- [ABC10 \(Northern California\)](#)
- [13News Now \(North Carolina\)](#)





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Keep America Beautiful
Published by Hootsuite @ May 29, 2023

EYES ON TOMORROW: We have Just One Earth, and Keep America Beautiful is proud to partner with Altair Eyewear and JOE by Joseph Abboud to ensure it stays beautiful, now and for years to come! Take action today to improve and beautify your community environment by volunteering during the Great American Cleanup. <http://jow.jylMpo50OmVNS> VSP Vision Care

#HowKeepAmericaBeautiful #GreatAmericanCleanup #DoBeautifulThings #KeepAmericaBeautiful #JOEEyewear #SustainableEyewear #Recycled #myvision #getrenewed

Keep America Beautiful
Published by Hootsuite @ May 26, 2023

Each year, over 500,000 volunteers help beautify their communities during the Great American Cleanup! Will you join the movement in 2023? Sign up to volunteer now: <http://ow.ly/2UJ500uTne>

#HowKeepAmericaBeautiful #GreatAmericanCleanup #DoBeautifulThings

Pocono Raceway
@PoconoRaceway

Today members of our staff participated in The Annual Great American Cleanup in PA.

We walked along Dr. Joseph Mattioli and Dr. Rose Mattioli Drive on Long Pond Road picking up litter. #EarthDay

2:32 PM - Apr 19, 2023 - 1,616 Views

City of McAllen, TX
@CityofMcAllen

Commissioner Aguirre proclaimed April 15 as "The Great American Cleanup & Don't Mess with Texas Trash-Off Day". Visit KeepMcAllenBeautiful.org to register for the Great American Cleanup.

7:21 PM - Mar 27, 2023 - 1,861 Views

Mayer Joe Heggett
@IndyMapoet

Kicked off this morning with the Bates-Hendricks Neighborhood Association and @kiborg for the Bates-Hendricks Great Indy Cleanup! Thanks to all who turned out to help beautify blocks for residents and visitors to the neighborhood.

Bates-Hendricks
11:14 AM - Jun 3, 2023 - 1,366 Views

News4JAX
@wjxt4

The city and Keep Jacksonville Beautiful are hosting the event as part of the Florida Great American Cleanup, a statewide effort to protect the environment throughout the spring.

City needs volunteers for 28th annual St. Johns River celebration

From news4jax.com

6:30 PM - Mar 8, 2023 - 1,650 Views

MDOT
@MississippiDOT

In partnership with @KeepMSBeautiful, MDOT holds Trash Bash events across the state each year as part of the national #GreatAmericanCleanup campaign.

We're proud to participate in cleaning up our roadways! READ MORE: bit.ly/3AAaf5W #DoBeautifulThings

1:10 PM - Apr 27, 2023 - 1,366 Views





Affiliate Stories

Each year, the Great American Cleanup is activated locally by hundreds of grass roots organizations nation-wide, engaging thousands of volunteers and partners to clean, beautify, and improve targeted areas of need in their community. Great American Cleanup events allow volunteers to team up with community members, develop new connections in their community, as well as learn more about the importance of and how to keep their community clean and beautiful.



Keep Bakersfield Beautiful held its Great American Cleanup, activating 4,213 residents to cleanup and beautify Bakersfield. Through multiple cleanups across the city, volunteers removed 31,043 pounds of litter from community spaces. In addition, they engaged in several educational efforts featuring their mascot, Captain Cleanup, to teach residents about litter and local recycling efforts.

In April, an astounding 5,000 volunteers demonstrated their commitment to a cleaner county by joining **I Love a Clean San Diego's** Creek to Bay county-wide spring cleanup in April 2023 to prevent almost 100,000 pounds of litter from ending up in the ocean. Since 2002, this event has been among the largest single day environmental action events in the county. In addition, ILACSD has engaged 597 volunteers in smaller cleanups that collected 4,412 pounds of trash.





Affiliate Stories

Keep Norfolk Beautiful, VA kicked off their Great American Cleanup by hosting over 130 volunteers to clean and beautify Lafayette Park. Keep Norfolk Beautiful partnered with Navy Region Mid-Atlantic, Naval Station Norfolk, and Norfolk Naval Shipyard to get off the ship and out in the community and get some fresh air. The Electric Boat Company brought two boats to lead water-based cleanup alongside kayakers during the cleanup.

Keep Louisiana Beautiful (KLB) partnered with Louisiana's Office of the Lieutenant Governor for their 2nd Annual "Love the Boot" Week. The statewide initiative was held from April 17-23 and is Louisiana's largest litter removal effort. 12,777 volunteers at 547 events in 64 parishes removed 313 tons of litter over 61,493 hours (about 7 years). In addition, 370 trees and 3,542 plants were planted, and 3,506 PET plastic bottles and aluminum cans were recycled



Keep Mississippi Beautiful and **Keep Pearl River County** hosted a State Great American Cleanup Kickoff at McNeill Park in Carriere, MS. Community, business, and government rallied together installing lighting, rebuilding a pavilion, a retaining wall, and rebuilding a bridge. Students and other volunteers planted, moved mulch, picked up limbs and built flower beds. Walmart, Mississippi Power, The Woodman Association, and the Homebuilders Association sent teams of volunteers and provided supplies. Volunteers from Rotary, Friends of McNeill Park, elected officials, Keep Belzoni Beautiful and Keep Ridgeland Beautiful members, and many local citizens were key to the fun and successful day.





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Affiliate Stories

Keep Jackson Beautiful launched their Great American Cleanup at Lanier High School located in the Georgetown Community. Volunteers cleaned the MLK corridor and side streets, removing major litter and debris, marked storm drains, posted signage and planted flowers to beautify Freedom Corner. Post cleanup, there was a community celebration to celebrate the participants' efforts. Volunteers from local schools, neighborhoods, City of Jackson – Solid Waste Division and Stormwater Division, and members of KJB all lent a helping hand in making this event a success.



5,300 volunteers joined **Keep Fort Worth Beautiful** for their annual Cowtown Great American Cleanup on March 25. From Lake Como to the Trinity River, volunteers dispersed throughout the city to remove over 100,000 pounds of trash from their community. Afterwards volunteers celebrated at Trinity Park for an Earth Party, that was highlighted by a “Trashion Show” highlighting clothing and accessories created using reclaimed materials.



Thank you to our Sponsors!



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