



# Key Messages

## Overview

The Greatest American Cleanup™ is Keep America Beautiful's vision for making America look its best for our nation's 250th birthday on July 4, 2026. Commemorating the 250th anniversary of the Declaration of Independence, this milestone is a unique opportunity to celebrate America's legacy and natural beauty. The initiative aims to remove 25 billion pieces of litter and beautify 25,000 communities nationwide by this historic date.

## Talking Points

- **A Vision for America's 250th Birthday:** The Greatest American Cleanup is Keep America Beautiful's vision for making America look its best as we celebrate 250 years since the signing of the Declaration of Independence on July 4, 2026.
- **Uniting America for a Cleaner, More Beautiful Future:** Over the next two years, we will unite Americans around making our country look its best for this momentous celebration. Our efforts will spark renewed civic pride in our cities, towns, and communities nationwide
- **Ambitious National Goals:** As we approach the 250th Anniversary of the signing of the Declaration of Independence, the Greatest American Cleanup aims to remove 25 billion pieces of litter and beautify 25,000 communities, uniting Americans in an unprecedented cleanup effort.
- **Calling on Communities Nationwide:** We're seeking 25,000 communities, large or small—whether it's a handful of friends, a club, or a large organization—to officially pledge their support for the Greatest American Cleanup by committing to clean, green, and beautify their spaces for the 250th celebration.
- **Individual Pledge of Support:** Every American can contribute by committing to pick up 250 pieces of litter, a simple yet impactful way to join the movement.
- **Beyond Litter Cleanup:** The Greatest American Cleanup is more than a litter cleanup, it includes planting trees and flowers, restoring nature trails and recreation areas, recycling various materials, and beautifying public spaces.
- **A Nationwide Call to Action:** Individuals, groups, and organizations are invited to join forces in what will be the largest cleanup event in history. This ambitious goal is achievable, but only if we work together.
- **Creating Lasting Impact:** Greatest American Cleanup activities help restore natural beauty, enhance community pride, and inspire a renewed commitment to sustainability and civic engagement.
- **Every Effort Matters:** From picking up litter to recycling and planting, every action contributes to the success of this initiative and demonstrates the power of collective effort.
- **Get Involved Today:** Learn more about the Greatest American Cleanup and pledge your support by visiting <https://kab.org/greatest>. Together, we can make history and #DoBeautifulThings for America's future!





## FAQs: KEEP AMERICA BEAUTIFUL

- **What is Keep America Beautiful's mission?**

For over 70 years, Keep America Beautiful® has worked to create a cleaner, greener America where everyone enjoys the benefits of living in a safe, healthy, and beautiful community.

- **What are the main areas of activity for Keep America Beautiful?**

Our work focuses on four key areas:

**Cleaning:** Picking up litter and promoting recycling strategies.

**Greening:** Planting trees, creating green spaces, and restoring natural landscapes after disasters.

**Beautifying:** Supporting projects that enhance the beauty of cities, towns, and public spaces.

**Volunteering:** Inspiring millions of Americans to take action and improve their communities.

- **How does Keep America Beautiful operate?**

Keep America Beautiful is a grassroots organization with a national impact. Our movement involves over 750 affiliate organizations, millions of volunteers, government entities, nonprofits, and corporate partners, all collaborating to improve and beautify communities.

- **How can I get involved?** There are many ways to get involved, from volunteering in local cleanup events to supporting community beautification projects. Visit our website to find opportunities near you.

- **How does Keep America Beautiful impact communities?** Through our programs and initiatives, we work to foster civic pride, restore public spaces, and encourage sustainable practices that benefit communities nationwide.

