



Keep America Beautiful®

GREAT AMERICAN CLEANUP®

2024 Wrap Up Report



Overview of Great American Cleanup

Once again, Keep America Beautiful rallied communities across the country for the Great American Cleanup, uniting thousands of volunteers, affiliates, and organizations in a shared mission to create cleaner, greener, and more beautiful spaces. From bustling city streets to scenic shorelines, people came together to remove litter, restore public spaces, and revitalize their communities.

This year's efforts focused on clearing litter and debris from roadsides, waterways, and parks; restoring nature trails and playgrounds; planting trees, flowers, and gardens; rebuilding communities impacted by natural disasters; and educating the public on waste reduction and recycling.

2024 marked a critical milestone as we geared up for the Greatest American Cleanup™, a nationwide movement preparing America for her 250th birthday on July 4, 2026. With an ambitious goal to remove 25 billion pieces of litter and engage 25,000 communities, we are setting the stage for a cleaner, greener, and more beautiful nation in time for this historic celebration.



“

The success of the 2024 Great American Cleanup showcases the incredible power of collective action in transforming communities nationwide. Every piece of litter removed, every tree planted, and every space restored has brought us closer to a cleaner, greener America. But this is just the beginning. As we set the stage for the Greatest American Clean-up—a once-in-a-lifetime opportunity to prepare our nation for its 250th birthday—we must harness this momentum and inspire even more people to take action. Together, we are not just cleaning up; we are making history, ensuring that America's next great milestone is celebrated in a country that is as beautiful as its legacy.”

Jennifer Lawson, President and CEO
Keep America Beautiful

GREAT AMERICAN CLEANUP 2024

BY THE NUMBERS

The following reflects Keep America Beautiful's 2024 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.



13,000
EVENTS



274,000
VOLUNTEERS



1.5M
HOURS OF
VOLUNTEER TIME



9.8M
POUNDS OF
LITTER COLLECTED



17,000
MILES OF
STREETS
CLEANED



75,000
TREES
AND PLANTS
PLANTED



3,300
MILES OF
WATERWAYS
CLEANED

Highlights

Thanks to the support of national sponsors, Dow, Altria, and McDonald's, Keep America Beautiful was able to provide a mini grant program **totaling \$170,000 for 71 affiliates** to help support their activities during the Great American Cleanup. These were small cash grants, anywhere from \$500-\$2,500 along with cleanup kits from Garbo Grabber, consisting of a litter grabber, reusable mesh bag, gloves, safety vests, and newly developed cigarette butt recycling pouches.



#152PickUpChallenge

According to the Keep America Beautiful 2020 National Litter Study, there are 50 billion pieces of litter across the country. **If every American did their share and picked up 152 pieces, we would clean it all up.** During the 2024 Great American Cleanup, KAB challenged individuals to pick up 152 pieces via social media channels. The #152PickUpChallenge encouraged individuals to pick up 152 pieces of litter and share on social media by tagging Keep America Beautiful and use the #152PickUpChallenge. Over 500 individuals signed up on KAB.org to participate in the challenge.

MEDIA HIGHLIGHTS

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 3.29 billion

TOP PERFORMING STORIES:

- [The Virginian-Pilot](#) – Reach 57.3 M
- [Odessa American, Texas](#) – Reach 57.3M
- [WCIA Champaign](#) – 24.2M
- [The Santa Fe New Mexican](#) – 24.2M

Social Media – Reach 15 million

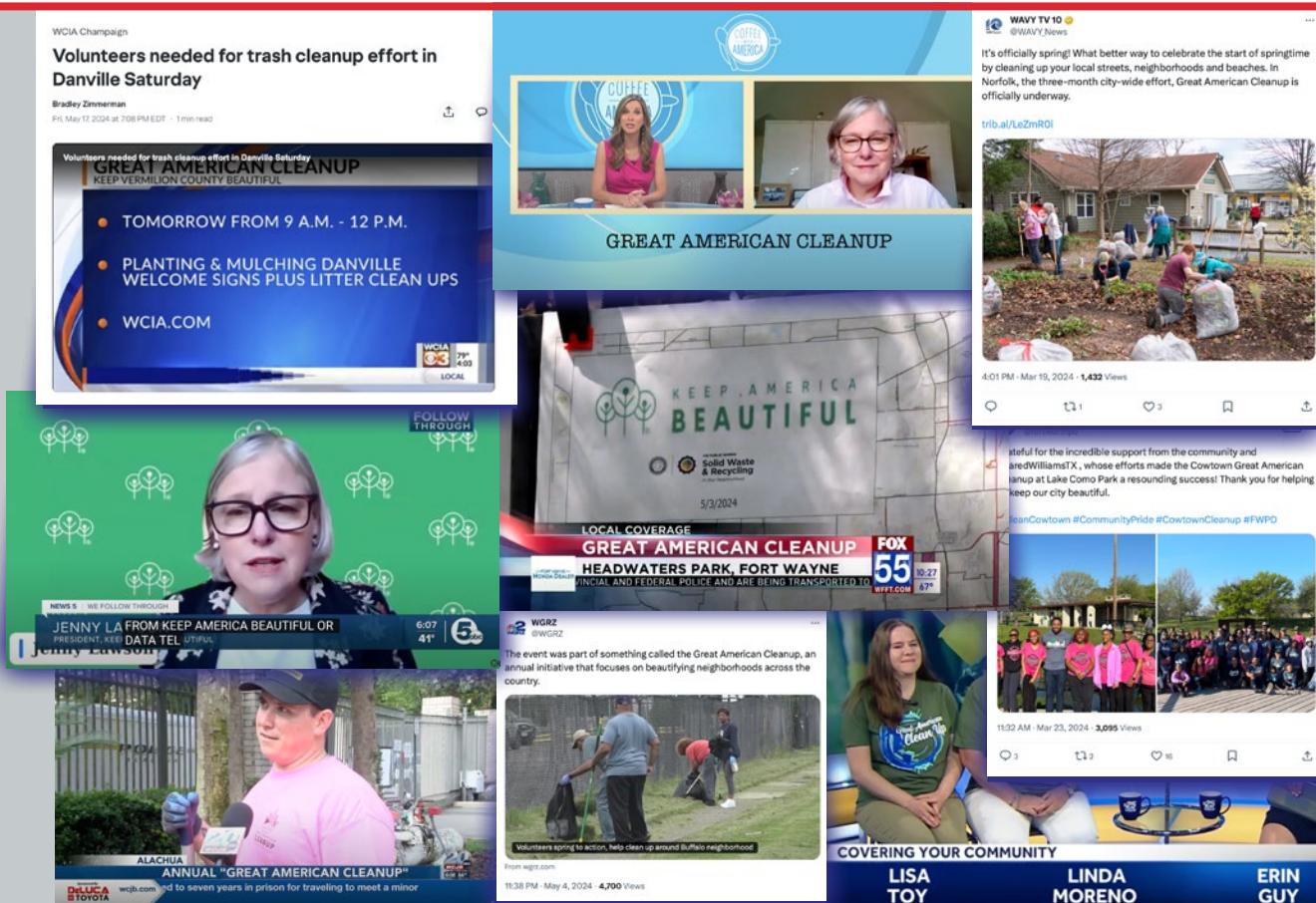
TOP REACH POSTS:

- [WAVY TV 10](#)
- [WGRZ](#)
- [Fort Worth Police](#)
- [KATV News](#)
- [WPBF](#)
- [Yuengling Brewery](#)

YouTube Videos

TOP REACH VIDEOS:

- [Coffee with America: Keep America Beautiful's Great American Cleanup](#)
- [The National Weather Desk: The Great American Cleanup](#)
- [WTOL11: Tips for reducing litter in the community](#)
- [News 5 Cleveland: This woman has picked up 500,000 pieces of litter](#)
- [WCJB TV20 – The Great American Cleanup helps Beautify Alachua](#)
- [FOX 55 Fort Wayne: Great American Cleanup sends thousands into Fort Wayne Community](#)
- [WIFR TV: Great American Cleanup](#)
- [13NewsNow: The Great American Cleanup at Lafayette Park in Norfolk](#)



AFFILIATE STORIES

Keep Jackson Beautiful, Mississippi

Keep Jackson Beautiful kicked off their efforts on April 6th at the Tougaloo Community. Two gateway gardens were installed, fire hydrants were repainted, and the roadway was cleaned up. On Earth Day Keep Jackson Beautiful built a large flower bed at Freedom Corner with flowers and trees. They also spent the day mowing, weeding, and picking up litter as needed.



Keep Catawba Beautiful, North Carolina

Keep Catawba Beautiful created an engaging and attractive outdoor gardening space to improve the appearance of St. Stephens Elementary School, a Title 1 school in the County. The goal of the project was to improve the appearance of the school while also allowing students to experience the outdoors, learn about the environment, and the impact students can have on it. Many of the students at this school don't live in spaces that are conducive to outdoor experiences, and the newly planted garden serves as a space where they can interact with and learn about the environment.

Keep Meridian/Lauderdale County Beautiful, Mississippi

Keep Meridian/Lauderdale County Beautiful hosted Good Citizens Cleanup Day on March 23, 2024, at 9 locations throughout the community with a volunteer celebration closing the event at Highland Park in Meridian, Mississippi. 25 volunteers collected 900 pounds of litter and debris from 4 acres of public spaces, and 6 miles of streets.



AFFILIATE STORIES (CONT)

Keep Virginia Beautiful

Keep Virginia Beautiful was awarded cleanup kits to support their newly launched Student Ambassador program for high school juniors and seniors. 23 Ambassadors from high schools throughout Virginia were selected to participate in the program that kicked off in January. As part of participation in the program, Ambassadors are required to organize and complete 2 litter cleanups as part of the Great American Cleanup that involve at least 5 other volunteers and promote their efforts on their social media. Keep Virginia Beautiful sent each Ambassador 5 cleanup kits to conduct the cleanups.

242 volunteers collected over 2,000 pounds of litter and debris, and cleaned 20 acres of public spaces, 5 miles of shoreline, and 25 miles of roads.



The poster for The Great Virginia Greenup 2024, presented by Dominion Energy. It features the Keep Virginia Beautiful logo and the text "THE GREAT VIRGINIA GREENUP 2024 MARCH 19 - JUNE 20". Below the poster, there are two photographs: one of two people cleaning up, and another of a group of nine young women standing together. A "Thank you to our sponsors" section at the bottom lists WM, Virginia State Parks, Keep America Beautiful, PEPSICO, LRNow, and Publix Super Markets Charities.



Keep Riverside Clean and Beautiful, California

Keep Riverside Clean and Beautiful targeted areas identified in their annual Community Appearance Index for their Great American Cleanup. This included streets, pedestrian walkways, and storm drain cleanups. They also targeted Magnolia Avenue, in the Arlington section of the city, for a beautification project that included cleaning, weeding, and replacing the flowers and greenery.



AFFILIATE STORIES (CONT)

Keep North Charleston Beautiful, South Carolina

Keep North Charleston Beautiful implemented Phase 2 of their Oak Park Bird Park & Wildlife Sanctuary, a community park they started building in partnership with Charleston County Parks in 2023.

On Earth Day, volunteers installed 50 plants and 2 trees in the park. Adding to the biodiversity will help attract additional wildlife and pollinator species to the park. The improvements also create additional public greenspace area for the community to enjoy, as the park is open to the residents of North Charleston and surrounding communities.

Additionally, 240 students, from 11 different schools, participated in litter cleanups throughout the day to remove 1,600 pounds of litter and debris from public areas, including ½ mile of riverfront area.



Keep Fremont Beautiful, Nebraska

Keep Fremont Beautiful cleaned, greened, and beautified the community during their Great American Cleanup. They targeted the Fremont State Lakes, local parks, walking trails and high-traffic areas such as shopping centers, roadways, historic downtown, and neighborhoods.

Over 100 volunteers came together to clean, green, and beautify Fremont. 2 native species trees and 200 native species plants were planted within 4 public spaces. Approximately 5,160 pounds of litter was removed from neighborhoods, parks, trails, lakes, downtown streets and alleys, and ditches. Keep Fremont Beautiful partnered with youth organization to make an estimated 100 wildflower seed bombs and 10 youth were educated on the importance of planting native species flowers.

GREAT AMERICAN CLEANUP 2024
THANK YOU



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