



Keep America Beautiful®

GREAT AMERICAN CLEANUP®

2025 Wrap Up Report

Overview of Great American Cleanup

This spring, we came together to do something beautiful.

Across city blocks and country roads, riverbanks and schoolyards, neighbors all over America picked up litter, restored public spaces, and took pride in the places they call home. As part of the ongoing **Greatest American Cleanup**, Spring 2025 became a powerful moment of momentum—bringing new energy, new voices, and new ways to get involved in caring for our communities.

One of those new ways was the **#Greatest25 Challenge**, which invited people everywhere to pick up 25 pieces of litter, share their impact, and inspire others to do the same. In just a few minutes, everyday actions became meaningful contributions to healthier, more beautiful neighborhoods.

Together, we cleared litter from roadsides, waterways, and parks; restored trails, playgrounds, and public spaces; planted trees, flowers, and gardens; and helped our communities become cleaner, healthier places to live.

As we move toward **America's 250th birthday in 2026**, every action this spring helped build momentum for a future where every community can feel proud of the place it calls home.



A Message from Jennifer Lawson, President & CEO

“This spring, we saw what happens when people come together to do beautiful things for the places they love. Every cleanup, every planting, every restored park brought us closer to a healthier, more hopeful future for our communities. As we move toward America's 250th birthday, what we're building isn't just cleaner streets and greener spaces – it's a shared sense of pride, purpose, and possibility.”

— Jennifer Lawson

GREAT AMERICAN CLEANUP SPRING 2025 BY THE NUMBERS

Together with our Affiliates and Partners across the country, we showed what meaningful community improvement looks like:



Every number represents neighbors choosing to leave their community better than they found it.

Why People Took Part

This spring's momentum was powered by something deeper than a cleanup challenge — it was powered by how people want to feel about the places they live.

Keep America Beautiful research conducted by The Harris Poll shows:

90% of Americans believe there is too much litter in their communities

Yet only **44%** say they regularly take action to pick it up

Among those who do, **59%** are motivated by the satisfaction of making their community more beautiful

And **43%** say clean surroundings make them feel more at peace

Highlights

#Greatest25 Instagram Challenge

With the **#Greatest25 Challenge**, we invited everyone to do one simple, beautiful thing: pick up 25 pieces of litter and pass the challenge along.

In just a few minutes, people turned everyday walks, family outings, and lunch breaks into moments of pride and connection — and shared them with friends, neighbors, and the country.

GREAT TO GREATEST GRANTS (Powered by Altria)

Thanks to national sponsor Altria, Keep America Beautiful awarded **\$150,000 in grants to 65 affiliates** to help elevate their work from “Great” to “Greatest” as part of America’s 250th celebration.

Affiliates used the funding to remove litter and debris, plant trees and gardens, create public art, expand recycling, restore trails and playgrounds, and reach new neighborhoods across the country.

MEDIA HIGHLIGHTS

The launch of the Greatest American Cleanup generated unprecedented national attention, elevating community action into a powerful national narrative. Coverage spanned national, regional, and local outlets—highlighting the collective impact of individuals, affiliates, and partners working to create cleaner, more beautiful communities.

National Reach & Visibility

12.8 billion media impressions, a **61% increase year-over-year**

- Coverage featured community cleanups, Earth Day activations, and innovative initiatives such as NASA's *LunaRecycle Challenge*
- Stories appeared across print, broadcast, digital, and social platforms, reinforcing the campaign's relevance nationwide

Standout Coverage

A select group of high-performing stories helped anchor national momentum:

- A student-led cleanup story reached **127 million people**, demonstrating the power of youth engagement
- Earth Day coverage in Charlotte drove significant regional visibility and social sharing
- National interest stories like the *LunaRecycle Challenge* expanded the narrative beyond local action to global innovation

In addition, **hundreds of affiliate-led stories** were published across the country, showcasing local leadership, volunteerism, and measurable community impact.

Social Media & Influencer Engagement

- **294 million earned social reach**, fueled by affiliate participation, partner amplification, and influencer engagement
- Key voices included national organizations, elected officials, major cities, and corporate partners
- The **#Greatest25 Challenge** drove widespread participation, turning simple individual actions into a highly shareable movement

Digital & Content Performance

- Instagram impressions grew to **7.36 million (+5,646%)**, driven by paid and organic campaign momentum
- Engagement remained strong, with top-performing content exceeding **19% engagement rates**
- Podcast downloads increased, with standout episodes connecting cleanup efforts to broader environmental and cultural conversations



AFFILIATE SPOTLIGHTS

As part of our ongoing efforts to recognize and celebrate exceptional volunteerism, we proudly nominated two outstanding Keep America Beautiful volunteers for the Daily Points of Light Award. **Christina Porter from Keep Oakland Beautiful and Richard (Dick) Brightman** were each selected for this prestigious honor by Points of Light, highlighting their inspiring commitment to community beautification and environmental stewardship.



**POINTS
OF LIGHT**

KEEP OAKLAND BEAUTIFUL CHRISTINA PORTER



KEEP NEW HANOVER BEAUTIFUL RICHARD "DICK" BRIGHTMAN



AFFILIATE STORIES

From San Diego to Suffolk, Pasco to Ashe County, and Toledo to towns in between, our affiliates helped turn a national effort into thousands of local moments of pride. Every story below is proof of what happens when people come together to care for the places they love.

I Love a Clean San Diego, California

San Diego's **Creek to Bay Cleanup** has long been one of the largest single-day environmental action events in the region, but in 2025 it reached new heights. With support from the **Great to Greatest Grant**, I Love a Clean San Diego expanded its footprint from 57 to **103 cleanup and beautification sites**, guided by community input about which places mattered most.

More than **3,352 volunteers** cleaned parks, canyons, neighborhoods, and waterways across the county, removing **80,411 pounds of litter and debris**—an average of nearly **24 pounds per person**, more than double what was expected. By adding **46 new sites**, the organization ensured that communities across San Diego's diverse landscape saw visible improvements where they live, work, and play.



AFFILIATE STORIES (CONT)

Keep Suffolk Beautiful, Virginia

Suffolk faces a unique challenge: a vast **429-square-mile** service area with **1,600 lane miles of roadway**, stretching far beyond what city staff alone can maintain. The Greatest American Cleanup became a powerful tool for engaging residents as partners in keeping this large and diverse community clean.

In 2025, **2,033 volunteers** cleaned up **200 locations**, removing **72,009 pounds of litter and tires**—a significant increase from the year before. Thanks to Great to Greatest funding, Suffolk saw growth across every major metric: **34% more volunteers, 37% more cleanup sites, and 38% more material removed.** The campaign helped strengthen community pride and reinforced the connection between cleaner spaces and a safer, healthier city.



Keep Pasco Beautiful, Florida

In Pasco County, the Greatest American Cleanup became a county-wide mobilization. More than **1,000 volunteers** removed **46,560 pounds of litter and debris** from **50 locations**, transforming roadways, parks, and public spaces across the region.

Pasco also paired cleanup with education and sustainability. Their Earth Day celebration at Crews Lake Park featured **native plant giveaways**, hazardous waste collection, recycling education, and community vendors, helping residents learn how small daily actions connect to a healthier environment. Monthly plant swaps and sustainability events kept people engaged well beyond a single cleanup day.

AFFILIATE STORIES (CONT)



Keep Ashe Beautiful, North Carolina

After Hurricane Helene, Ashe County's rivers and streams were left clogged with storm debris that could take **eight to ten years** to remove without community help. With support from the Great to Greatest Grant, Keep Ashe Beautiful launched a major restoration effort along the historic **New River**.

More than **400 volunteers** removed **61,000 pounds of debris** from **32 miles of river and tributaries**, helping protect wildlife, improve water quality, and restore a beloved natural resource. A new equipment trailer funded by the grant dramatically increased the organization's capacity to haul and remove waste, accelerating a project that will continue for years to come.

Keep Toledo/Lucas County Beautiful, Ohio

In Northwest Ohio, the Greatest American Cleanup expanded into something even larger: a culture of year-round environmental action. Through the **Toledo Litter League**, teams of volunteers compete to clean up neighborhoods, parks, and waterways, creating friendly rivalry that fuels sustained engagement.

By mid-year, volunteers had already removed **18,000 pounds of litter**, with a goal of **30,000 pounds by summer's end**. Beyond litter, the community diverted more than **1 million pounds** of material from landfill through recycling, clothing drives, and hard-to-recycle collections. A partnership with the **Toledo Mud Hens** baseball team brought sustainability to the stadium, engaging fans and reinforcing the message that everyone has a role to play.



GREAT AMERICAN CLEANUP 2025 THANK YOU



Thank You to Our Sponsors

The Spring 2025 Greatest American Cleanup was made possible by the generous support of:



Altria



Hilton



NORTHROP GRUMMAN

Looking Ahead

Spring 2025 showed what's possible when people come together with a shared purpose: cleaner streets, healthier waterways, greener parks, and stronger community pride.

The Greatest American Cleanup is just getting started. As we move toward America's 250th birthday, every bag of litter, every tree planted, and every neighbor who joins us brings us closer to a country that looks as beautiful as the people who care for it.