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Congratulations to Keep Burleson Beautiful! The non-profit organization that works hand in hand with the City's environmental services division, received a Keep America Beautiful President's Circle Award at the annual Keep America Beautiful (KAB) National Awards Dinner that was part of the 2015 KAB National Conference in Washington, D.C. The President's Circle Award recognizes exemplary performance made by certified affiliates of the national nonprofit in building and sustaining vibrant communities.

Keep Burleson Beautiful (KBB) met KAB's standards of merit by conducting an annual Community Appearance Index, calculating the affiliate's cost/benefit ratio, and administering activities in the areas of litter prevention, recycling and waste reduction, and beautification and community greening. Established in 1953, KAB consists of a national network of more than 600 community-based affiliates whose programs, initiatives and efforts aim to transform public spaces into beautiful places.

Donna Hollowell is the president of KBB.

"I am so proud of what we have accomplished in the past years as we have worked together to Keep Burleson Beautiful. What a privilege it is to serve alongside so many people in our community who share a passion for making Burleson a clean, beautiful, safe community," Hollowell said.

The KBB board includes Donna Hollowell, Donna Confessore, and Pat Dexheimer. The group's top volunteers include Cathy Castro and Tanya Miro.

"One of Keep America Beautiful's most effective tools is the work of our grassroots network of affiliate organizations, which has an impact on millions of Americans each year," said Jennifer Jehn, Keep America Beautiful president and CEO. "Our affiliates are providing real solutions that help create communities that are socially connected, environmentally healthy and economically sound."

The KAB Community Appearance Index-Litter Index is a tool used by KAB affiliates to visually assess overall appearance of communities through indicators such as litter, illegal signs, graffiti, abandoned/junk vehicles and outside storage. A team of community, business and government representatives conducted the

visual analysis using a scoring system ranging from 1-4, with “1” rated as “no litter” to “4” being “extremely littered.” Each year, affiliates grade their communities during a drive-by examination of the same areas at the same time of the year. This provides an indication of the success of each community’s anti-littering education and other anti-littering programs.

“Thanks to our bi-annual cleanup events, Litter Ranger, and Adopt-a-Spot programs the City of Burleson scored a 1.3 on the litter index,” David Lenartowicz, the City’s environmental specialist, said.

The cost/benefit analysis is a measurement tool that enables KAB affiliates to demonstrate their ability to leverage community resources by determining the dollar value returned to the community for every dollar invested by government.

Keep Burleson Beautiful is a non-profit organization – a 501(c)3 - dedicated to preserving the health and prosperity of our city through litter prevention, solid waste minimization, education, and beautification. Keep Burleson Beautiful has a close affiliation with the City of Burleson and works with the city to provide community clean-ups and educate residents on litter prevention and environmental issues. For more information about Keep Burleson Beautiful, or how you can help, go to www.keepburlesonbeautiful.com. For more about Keep America Beautiful, go to kab.org.