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**KEEP CHARLESTON BEAUTIFUL EARNS KEEP AMERICA BEAUTIFUL  
PRESIDENT'S CIRCLE AWARD RECOGNITION**

*Local Organization Recognized for Exemplary Performance, Standard of Excellence*

*Charleston, SC*– Keep Charleston Beautiful received the 2015 Keep America Beautiful President Circle Award recognition at Keep America Beautiful's recent National Conference in Orlando, Florida. The President's Circle Award recognizes exemplary performance made by certified affiliates of the national nonprofit in creating clean, green and beautiful communities.

In qualifying for a President's Circle Award, Keep Charleston Beautiful has met Keep America Beautiful'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, Keep America Beautiful consists of a national network of more than 600 statewide and community-based affiliates whose programs, initiatives and efforts, supported by millions of volunteers, help transform public spaces into beautiful places.

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

**Community Appearance Index-Litter Index:** The Keep America Beautiful Community Appearance Index-Litter Index is a tool used by affiliates to visually assess overall appearance of communities through indicators such as litter, illegal signs, graffiti, abandoned or junk vehicles, and outside storage. A team of community, business and government representatives conduct a 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.

**Cost/Benefit Analysis:** This measurement tool enables Keep America Beautiful affiliates to demonstrate their ability to leverage community resources by determining the dollar value returned to the community for every dollar invested by government.

“In 2015, Keep Charleston Beautiful conducted a Community Appearance Litter Index which resulted in a score of 1.64 for the City of Charleston. Our goal for 2015 was 1.8, with our ultimate goal being ‘1’ or ‘no litter’. This remarkable litter index score is in huge part to the over 1,800 volunteers who donated countless hours conducting community cleanups throughout the past year,” said Jamie Gillette, Program Manager of Keep Charleston Beautiful.

Keep America Beautiful’s National Conference, its premier educational and networking event, brought together more than 350 leaders from Keep America Beautiful’s national network of more than 600 state and community-based affiliates, business leaders, policymakers and other experts who shared innovative ideas and proven strategies to help end littering, improve recycling, and beautify America’s communities.

### ***About Keep Charleston Beautiful***

*The City of Charleston, South Carolina is world renowned for its history, natural beauty, and charm. Since 1977, Keep Charleston Beautiful has been working to maintain the beauty of the area through education, awareness and community involvement. A clean Charleston is a visible demonstration of the pride that area residents take in their community. The work of Keep Charleston Beautiful extends to all areas of the City of Charleston, including the Charleston Peninsula, West Ashley, James Island, Daniel Island, and Johns Island.*

### ***About Keep America Beautiful***

*At Keep America Beautiful, we want to ensure that beauty is our lasting signature. A leading national nonprofit, Keep America Beautiful inspires and educates people to take action every day to improve and beautify their community environment. We envision a country where every community is a clean, green, and beautiful place to live. Established in 1953, Keep America Beautiful provides the expertise, programs and resources to help people end littering in America, improve recycling in America, and beautify America’s communities. The organization is driven by the work and passion of more than 600 community-based Keep America Beautiful affiliates, millions of volunteers, and the support of corporate partners, municipalities, elected officials, and individuals. To learn how you can donate or take action, visit [kab.org](http://kab.org). Follow us on [Twitter](#) and [Instagram](#), like us on [Facebook](#), or view us on [YouTube](#).*

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