

Keep Irving Beautiful Newsletter



KIB Sponsor of the Month: Verizon

April is known as “Earth Month,” a perfect time to shine our “sponsor spotlight” on one of our greenest sponsors, Verizon. Their headquarters on Hidden Ridge Drive houses an employee base that is filled with the spirit of volunteerism. Many employees are members of the Verizon Green Team, and they are joined by more than 20,000 members internationally who participate in service projects across the globe. Verizon Green Team members are all about giving back, and we have seen the results of their efforts all over town. They have collaborated with KIB on many projects, and have proven to be a well-organized and detail-oriented, but also fun-loving group to work with. They often include family members in these activities, helping to instill a sense of giving back at an early age. Their Verizon T-shirts even read “Sharing our Success,” based on the company vision that states “We believe that sharing our success with the community makes the world in which we live and work better than it was yesterday. They have put their painting skills to work in revitalizing the bright blue safety railing at the Northwest Recreation Center, fences for the animal enclosures at the Fritz Park Petting Farm and the game room at Lively Pointe Youth Center. When KIB has a big cleanup like the Trash Bash or Trash-Off, it doesn’t take long to find the team from Verizon, ready to help in whatever way they can to make their community a little more beautiful. At last year’s Trash Bash, they supplied 250 “swag bags” which were very popular giveaways.



Members of Verizon’s Irving-based Green Team are perennial volunteers at cleanups, like last year’s “Don’t Mess with Texas Trash-Off.”

Green Team volunteers packed the reusable shopping bags with a variety of items, like birdhouse kits, tomato planters and gardening gloves, and our volunteers loved them!

The Irving location holds an Earth Day Green Expo celebration each year, where dozens of vendor tables line the hallways to inform employees about environmentally-friendly options in many aspects of their lives. At this event, they also present a “Supplier Environmental Excellence Award.” The company is committed to mentoring young people, and is active in the IISD’s Partners in Education and the “STEM” program, encouraging students to pursue careers in Science, Technology, Engineering and Math.

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Did You Know?

- There are now more than 20,000 Verizon Green Team members internationally, with a goal of 30,000 by 2018.
- Verizon plants a tree for every new Green Team member, in increments of 5,000.
- Verizon was one of the first companies to join the US Department of Energy’s “Workplace Charging Challenge,” so they have charging stations on site, and employees who drive electric vehicles get priority parking



Verizon employee volunteers helped to fill 250 “swag bags” with giveaway items, then distributed them at the 25th Annual Trash Bash in September.

Sponsor Donations Benefit Adopt-a-Spot Program

The “Adopt-a-Spot” program is one of Keep Irving Beautiful’s longest-running and most successful, dating back to the early 1990’s, and accounting for thousands of volunteer hours each year. There are currently seventy locations in all areas of Irving, and these volunteers work year-round to keep their neighborhoods clean by picking up litter on a regular basis. Through the generous donations of two of our corporate sponsors, Xylem Watermark and Vizient, KIB was able to purchase supplies to help our adopt-a-spot teams. Several of these groups received yellow safety vests, litter pickers and trash or recycle bags to help make

their volunteer efforts a little easier. Thank you Xylem and Vizient, and thank you, Adopt-a-Spot volunteers!

A reminder that our big spring cleanup, the **Don’t Mess with Texas Trash-Off** is coming up soon. Register online by April 3 for this event, which will take place at Trinity View Park on Saturday, April 8 at 9:00 a.m. Please join us!



The Otis Brown Green Team models their new safety vests they received from KIB. They are one of many school groups who participate in the Adopt-a-Spot Program

