

KEEP IRVING BEAUTIFUL NEWSLETTER



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2017 YEAR IN REVIEW

It was another great year for KIB and our partners, sponsors, and volunteers as we marked our 25th birthday in 2017. Here are some highlights:

LITTER ABATEMENT

We had 12 cleanups, where 878 volunteers gave 2,643 hours and collected more than 9,600 pounds of trash and recyclables. These included our two big events, the Don't Mess with Texas Trash-Off in April, and the Trash Bash in September, as well as smaller-scale cleanups with neighborhood associations, school, faith, and corporate groups. Our adopt-a-spot volunteers contributed another 5,000+ hours as they kept their locations clean throughout the year.

COMMUNITY BEAUTIFICATION AND GREENING

Beautification consisted of revitalizing parks and rec centers with eight paint projects, including service days with corporate groups (Vizient, Acosta Marketing), schools (Cistercian and North Lake) and faith groups (Calvary and Latter-day Saints). We planted a lot of trees, thanks to a \$5,000 UPS grant which funded trees planted on the north Campion trails, and a \$3,000 Verizon donation which funded 28 native trees at Wyche Park. And our 2014 GCAA project was completed, with 303 large trees now bordering Irving Boulevard.

RECYCLING

KIB participated in 16 "Green Events," where we provided recycling stations to encourage attendees to think about the "Three Rs" – reduce, reuse, recycle. These included a June fundraiser at a Texas AirHogs baseball game, and community events like Unite for Troops, the Family Promise Fun Run, and the YMCA Fall Festival. We also celebrated America Recycles Day at the YMCA with the seniors group for the seventh year.

AWARDS AND RECOGNITION

KIB was honored with the STAR (State of Texas Alliance for Recycling) North Texas Award in Outstanding Environmental Education and Public Outreach, the Keep Texas Beautiful Gold Star and Keep America Beautiful President's Circle Awards, and Sustained Excellence from both. We also held our annual awards reception, honoring 12 groups or individuals in 10 categories.



KIB Volunteers working together in the areas of litter abatement, community beautification and greening, and recycling made Irving a more beautiful place in 2017.

