

## Keep Iowa Beautiful Honored by Keep America Beautiful for High Performance Achieved in 2004

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*2004 Keep America Beautiful President's Circle Awards presented today  
at 51st Anniversary National Conference in Washington, D.C.*

Des Moines, IA– December 2, 2004 – Keep Iowa Beautiful will receive a Keep America Beautiful President's Circle Award at the President's Circle Luncheon, which is taking place during Keep America Beautiful's 51st Anniversary National Conference in Washington, D.C. The President's Circle Award has been introduced this year to recognize exemplary effort made by affiliates in Keep America Beautiful's Network of Affiliates to reduce litter, minimize waste, and beautify and improve their local communities.

“Keep America Beautiful is committed to making a simple premise work in communities across the nation – engaging individuals to take greater responsibility for improving their community environments,” said Keep America Beautiful President G. Raymond Empson. “One of our national organization's most effective tools is the grassroots network of affiliate organizations, which have an impact on more than 165 million Americans each year.”

“Our affiliates are providing real solutions to problems like litter, graffiti, illegal dumping and other community blights,” added Empson, in announcing the 2004 award winners. “By enabling people of all ages to participate in community improvement efforts, Keep Iowa Beautiful is represented among the best in promoting the values Keep America Beautiful espouses nationally.”

Keep Iowa Beautiful is a non-profit charitable organization with 23 affiliates/partners in Iowa. It is the 22nd state affiliate of Keep America Beautiful, which has nearly 500 local affiliates. Keep America Beautiful has been working for over 50 years to improve the beauty of our nation.

For more information on Keep Iowa Beautiful, including volunteer opportunities; research, education, public awareness and beautification initiatives; and efforts towards

keeping Iowa litter-free – visit the organization’s Web site at [keepiowabeautiful.com](http://keepiowabeautiful.com) or contact Executive Director Gerald F. Schnepf at 515-323-6507.