**[INSERT LOGO]**

**Date**: [INSERT]

**Contact**: [INSERT]

**Phone**: [INSERT]

**Email:** [INSERT]

**FOR IMMEDIATE RELEASE**

**[CITY/COMMUNITY] Officially Named a Clean California Community**

**[LOCATION] –** [ORG NAME/CITY] announced today [CITY/COMMUNITY] has officially earned the unique designation as an official “Clean California Community” from Caltrans’ Clean CA initiative. This makes [ORG NAME/CITY] one of # communities to earn the designation so far in the state.

The designation reflects [ORG NAME] role as a leader in Calfiornia’s Zero Litter movement to reduce litter and keep all parts of the state as clean, healthy and beautiful as possible. Proving its leadership over the last # months, [ORG NAME] rallied more than # volunteers and neighbors to implement an array of long-term, zero-litter policies in support of litter prevention, beautification, and environmental enhancement. As a result, [INSERT DATA RE: LITTER COLLECTION AND BEAUTIFICATION].

“INSERT QUOTE,” NAME, TITLE, ORG.

[INSERT PHOTOS WITH CAPTIONS, E.G., PHOTOS OF SIGNAGE INSTALLED, OF VOLUNTEER EFFORTS, BEFORE AND AFTER OF TRANSFORMATIONS, ETC.]

The [Clean California Community Designation Program](https://cleanca.com/designation/) is part of Governor Gavin Newsom’s $1.2 billion [Clean California](https://cleanca.com) initiative, which was launched in 2021 by Caltrans to clean up, reclaim, transform, and beautify public spaces statewide. The program was developed in partnership with Caltrans, Keep America Beautiful and Keep California Beautiful.

To earn the Clean California designation, [ORG NAME/CITY] completed at least 10 of 15 [criteria](https://cleanca.com/designation/#criteria) to clean up and beautify [CITY/COMMUNITY], including [INSERT LIST OF CRITERIA MET WITH SPECIFIC DETAILS, AS RELEVANT].

In recognition of their dedication to a cleaner community, [city/community] will receive “Clean California Community” signage, educational resources, free cleanup kits, automatic membership with Keep California Beautiful, and recognition in statewide releases and cross-promotional Clean California materials.

[ORG NAME] encourages other communities throughout California to join the program and continue to clean up and transform California. For more information about the program and to take the pledge, visit [CleanCA.com/Designation](https://cleanca.com/designation/).

For upcoming cleanup events and activities from [ORGANIZATION], please visit [INSERT LINK TO WEBSITE/SOCIAL CHANNEL].

**About [ORGANIZATION]:**

[INSERT ORG BOILERPLATE]

**About Clean California:**

Since launching Clean California in July 2021, Caltrans and its local partners have picked up more than 2.8 million cubic yards of litter — enough to cover nine lanes of Interstate 5 with an inch of trash from San Diego to the Canadian border. Caltrans has hosted more than 500 free dump days in communities throughout the state — resulting in the collection of more than 12,000-plus mattresses and 50,000 tires. The initiative has drawn roughly 60,000 community clean-up volunteers and created more than 18,000 jobs, including positions for individuals who were formerly incarcerated, on probation, or experiencing housing insecurity.

For more information, visit [CleanCA.com](https://cleanca.com/).

**About Keep America Beautiful:**

Keep America Beautiful is the leading community improvement nonprofit organization in the U.S. dedicated to inspiring and educating people to act every day to improve and beautify their community environment. Established in 1953, it includes 700 Keep America Beautiful affiliates and millions of volunteers who strive to end littering, improve recycling, and beautify America’s communities. For more information, visit [kab.org](file:///C%3A%5CUsers%5Cmisha.gutierrez%5CDownloads%5Ckab.org).

**About Keep California Beautiful:**

Keep California Beautiful is a statewide non-profit dedicated to litter prevention, alternative waste management, beautification, community networking, and outreach. Founded in 1990, its mission is to ignite individuals, state and local government, community, and corporate responsibility, through strategic initiatives and volunteer action, to preserve and protect California’s beautiful resources for generations to come.

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