**[INSERT LOGO]**

**Date**: [INSERT]

**Contact**: [INSERT]

**Phone**: [INSERT]

**Email:** [INSERT]

**FOR IMMEDIATE RELEASE**

**[ORG NAME/CITY] Pledges to Earn Clean California Community Designation for a Cleaner, More Beautiful [CITY/COMMUNITY]**

**[LOCATION] –** [ORG NAME/CITY] announced today its commitment to a cleaner and more beautiful [CITY/COMMUNITY] by pledging to become a Clean California Community by June 2026. [ORG NAME] joins dozens of communities statewide who are participating in the [Clean California Community Designation Program](https://cleanca.com/designation/)—part of Governor Gavin Newsom’s [Clean California](https://cleanca.com) initiative, which is a multiyear program led 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.

By becoming part of the statewide program, [ORG NAME] has committed to implementing a variety of long-term, zero-litter policies to stay clean and beautiful, and inspire a sense of pride among local residents.

“INSERT QUOTE,” NAME, TITLE, ORG.

Over the next several months, the community will conduct various activities that engage residents to support litter prevention, beautification, and environmental enhancement. To earn the designation, the community must complete 10 of 15 [criteria](https://cleanca.com/designation/#criteria), including a commitment to [INSERT LIST OF COMMITMENTS THE ORG HAS MADE].

Once the commitments have been met, designated Clean California Communities will not only reap the benefits of a clean community, but also 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/).

The program’s goal is to fully designate 100 communities by June 2026. For more information about the program, visit [CleanCA.com/Designation](https://cleanca.com/designation/).

To stay up to date on upcoming cleanup events and activities from [ORGANIZATION], please visit [INSERT LINK TO WEBSITE/SOCIAL CHANNEL].

**About [ORGANIZATION]:**

[INSERT ORG BOILERPLATE]

**About Clean California:**

Governor Gavin Newsom’s Clean California initiative is a sweeping, $1.2 billion, multiyear cleanup effort led by Caltrans to remove trash, create thousands of jobs, and join with communities throughout the state to reclaim, transform and beautify public spaces.

Since launching Clean California in July 2021, Caltrans and its local partners have picked up more than 2.7 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:\Users\misha.gutierrez\Downloads\kab.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.