

Beautification is good for the economy, for your community.

people, business and tourism. on a community. It is a magnet to cation puts a positive "face" and image contribute to our quality of life. Beautifi- orchards, and tree-lined city streets farm lands, abundant forests and fruit 38,000 miles of winding streams, rolling The beauty of Michigan's 11,000 lakes,

BEAUTIFICATION=QUALITY OF LIFE

- ✿ Celebrate the beauty of Michigan
- ✿ Reduce, Recycle and Reuse
- ✿ Plant trees and flowers
- ✿ Restore neglected sites
- ✿ Preserve historical sites
- ✿ Clean-up littered sites
- ✿ Preserve the environment

volunteers to:

KMB wants **YOU** to join its army of Governor is our honorary chairperson. of beautification and anti-littering. The tablished in 1962 to promote the cause a statewide volunteer organization es- Keep Michigan Beautiful, Inc. (KMB), is

CLEAN-UP DAYS IN MICHIGAN.

Beautif's annual

April thru May as Keep Michigan The Governor of Michigan has declared

**MICHIGAN CLEAN-UP DAYS
APRIL 1 THRU MAY 31**



**Be a part of
Michigan
Clean-Up Days
April 1 Thru May 31**



**Clean-up Green-up
 Fix-up
Beautify & Recycle
Great ideas inside!**

Frankenmuth Credit Union



Chippewa Valley HS, Clinton Twp



Midland Blooms Volunteers



- ✿ Evaluate your successes and areas that need improvement.
 - ✿ Recognize the work done with publicity, awards, special ceremonies etc.
 - ✿ Make the projects attractive for volunteers and make them popular to do.
 - ✿ Divide the community into "work areas."
 - ✿ Have your local official proclaim "CLEAN-UP DAYS IN MICHIGAN"
 - ✿ Designate a day, week or month for special action.
5. Plan your project and method of "attack."
 4. Seek out support and sponsorship by community groups such as: schools, businessmen, churches, Girl Scouts and Boy Scouts, service clubs, gardening groups.
 3. Consult with community officials before carrying out any plans. Be sure to get their support and help.
 2. Establish priorities and tackle one project at a time.
 1. Develop a list of areas that need clean-up and beautification.

HERE'S HOW TO GET STARTED:

"What we do for ourselves dies with us; what we do for others lives long after" ~T. Roosevelt

**BEAUTIFICATION 101
NOW IS THE TIME TO CLEAN-UP**

CLEAN-UP CHECK LIST

CHECK YOUR COMMUNITY ENTRANCES

- Are they free of litter, dilapidated signs, industrial waste?
- Do they welcome people to your community?
- Are dead or damaged trees and plantings removed?
- Could new plants and signs be added?
- Are businesses along the gateway to your community kept well maintained and litter free?

CHECK YOUR DOWNTOWN DISTRICT

- Are shopping areas attractive and free from litter?
- Are buildings in good repair?
- Does your city have a streetscape plan— are there well maintained sidewalks with attractive lighting and landscaping?
- Are attractive litter containers well-placed throughout the community?
- Are the streets safe and welcoming?
- Are signs attractive and informative?

CHECK PUBLIC AND BUSINESS AREAS

- Are properties well maintained and painted?
- Are local ordinances being enforced?
- Are schools and churches well maintained, free of litter and attractively landscaped?
- Does lighting and landscaping discourage vandalism?
- Are vacant lots kept clean?
- Are parks and industrial areas litter-free and beautified?

KMB
Keep Michigan Beautiful, Inc.
KEEP AMERICA BEAUTIFUL AFFILIATE
Keep Michigan Beautiful, Inc.
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www.KeepMichiganBeautiful.org

WHY BEAUTIFY?

Because litter, graffiti, industrial waste and general disorder are not good for the earth or its living beings.

“We have not inherited the Earth from our Fathers, we are borrowing it from our children.” -Native American saying

Beautification creates benefits beyond what the eye can see. The quality of life is enhanced.

- Beautification gives a community a sense of pride and identity.
- Beautification helps promote the health of a community when litter and hazardous waste are removed, thereby reducing the threat of disease and injury.
- Beautification creates a safe and pleasant environment in which to live. Overgrown areas and noxious weeds provide shelter for unwanted elements.
- Beautification is a magnet for business and tourism and generally is good for the economy.
- Beautification is good for the earth. It promotes stewardship of our resources and makes us environmentally responsible to leave a better earth for future generations.
- Beauty soothes the soul and inspires the spirit.
- Beautification creates greener, cleaner, safer and healthier communities.

“Whatever you can do, or dream you can, Begin it.” -Goethe



Tires collected during clean-up



Removing litter during clean-up

**KEEP AMERICA
BEAUTIFUL**
**GREAT AMERICAN
CLEANUP**

**KMB participates annually in
The Great American Cleanup**

PROJECTS YOU CAN ORGANIZE!

Clean-up, Green-Up, Fix-up. Beautify and Recycle.

- Plan a “Clean-Up Days” program in your community. Have a sponsor provide trash bags and receptacles.
- Plan a household hazardous waste disposal day.
- Plan a building materials exchange day.
- Organize a vacant lot clean-up on your block or in your city. Work with city officials, neighbors and businesses.
- Turn a vacant lot into a pocket park or community garden with city approval.
- Organize a plant exchange and gardening expo.
- Adopt-a-garden in your city, park or school.
- Work with city officials to organize an electronics recycling day.
- Help homebound residents with cleanup and fix-up programs.
- Celebrate Arbor Day (officially the last Friday in April) with a tree planting.
- Plan a community tree sale.
- Be an advocate for environmental awareness.
- Organize a waterways clean-up.
- Organize a recycling program in your city.
- Encourage schools to educate and involve youth in environmental responsibility.
- Organize a beautification group in your city and plan a beautification awards program.
- Plan an annual clean-up along a major thoroughfare in your community.
- Plan a Children's Garden such as an “Alphabet Garden”.

SHARE IDEAS AND PROVIDE POSITIVE REINFORCEMENT

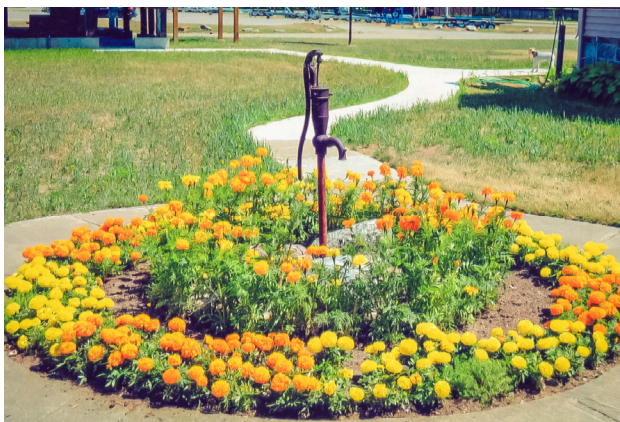
“If your have an apple and I have an apple and we exchange these apples, then you and I will still each have one apple. But if you have an idea and I have an idea and we exchange these ideas, then each of us will have two ideas.” -George Bernard Shaw

Saying “Thank You” inspires volunteer action.

Keep Michigan Beautiful, Inc., Can Help.

- Call Keep Michigan Beautiful, Inc., (586-894-8562) for other ideas and help.
- Check out the KMB website: www.KeepMichiganBeautiful.org
- Enter the annual KMB Awards Program. Nomination forms are available from our office or online.
- Make people feel positive about their hard work by recognizing their beautification programs and projects with publicity, awards, special ceremonies, etc.
- Remember beautification is contagious. The example of one person may inspire another.
- Become a supporter of KMB and local beautification groups.

PAST KMB AWARD RECIPIENTS



Bloomers Garden Club, Harbor Beach



Clinton River Trailhead, Auburn Hills

**National
PlantingDay**

**KMB participates annually in
National Planting Day**

ABOUT KMB AND ITS AWARDS

Keep Michigan Beautiful, Inc. (KMB), is a 501 C 3 non-profit, educational public service organization of volunteer citizens founded in 1962. KMB is the only statewide organization that recognizes and honors beautification programs and activities as well as promotes and educates the public in all aspects of beautification. The umbrella of beautification includes environmental improvements, clean-up, beautification and site restoration.

Awards given by KMB are: President’s Plaque, Michigan Plaque, Distinguished Service Plaque and Award of Merit.

These awards are given in the following categories: City, Country or State Government; Community Group; School or Youth Group; Business and Individual Person.

Nomination forms are available online at www.KeepMichiganBeautiful.org or from KMB at P.O. Box 23215, Lansing, Michigan 48909.

KMB is funded by memberships, contributions and fund raisers. It enjoys the moral support of state agencies which also have a direct interest in litter abatement. There are many membership categories available. We welcome your membership!