



: Keep Loudoun Beautiful

Keep Loudoun Beautiful volunteers gather for the watershed clean-up at Beaverdam Creek Reservoir in May.

Keep Loudoun Beautiful Throws a Party

BY MARGARET MORTON

For the first time since its founding four decades ago, Keep Loudoun Beautiful is planning a fundraiser to support its work cleaning the county's roadsides and waterways and promoting litter prevention.

The Sunset KLBBQ will be held on Thursday, July 7, from 6 to 9 p.m. at the Goodstone Inn & Restaurant near Middleburg. The event will feature live music, a silent auction, door prizes, "earth-friendly" giveaways, and great food. All proceeds from ticket sales—\$50 for adults 21 and older and \$20 for those age 10 to 20—the cash bar and the auction will directly benefit KLB's clean-up and education efforts

across the county. Buy tickets and learn more details at keeploudounbeautiful.org/KLBBQ.html.

As always, it has been a busy spring for the organization. To date, 611 KLB volunteers have picked up 160 bags of recyclables, 17 bags of plastic bags/wrap, 552 bags of trash, 72 tires and a bulky litter including construction materials, rusted drums and a broken scooter. A total of 1,589 volunteer hours were logged in the effort.

In May, canoeists pulled 19 bags of recycling, four bags of trash, a floating dock section, a refrigerator door and four tires from the reservoir. The group will be back on the water in August to clean up along the banks of the Potomac River.

No Butts Campaign

In addition to picking up trash along Loudoun's roadways and the banks of the Beaverdam Creek Reservoir, the nonprofit received a \$1,000 grant from Keep Virginia Beautiful to undertake a cigarette litter campaign, according to KLB President Mark Lenko.

The award is being matched by a KLB supporter and the funds will provide personal cigarette disposal units to county residents. The nonprofit also will install cigarette waste containers in heavily trafficked areas that are plagued with cigarette litter, Lenko said. KLB also will campaign to educate smokers about littering, he said, citing reports that 60 percent of smokers do not consider throwing a cigarette out of the car

window as littering.

"We need to change habits and perceptions here in the county to keep our roadways and waterways clean of litter," Lenko said.

The organization is one of the few in the area that recycles litter wherever possible. According to KLB's estimate, common litter includes more than 75 percent recyclable material. That's becoming an increasingly important part of the clean-up, especially as VDOT does not recycle roadside litter other than tires.

KLB also has a strong litter prevention education program, that emphasizes the need to not litter at all, to keep a lid on all trash containers, and focus on reducing trash and reusing as much as possible.

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