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December 2016 Newsletter

Dear Friend of KLB,

Happy Holidays! 2016 has certainly been a busy year for Keep Loudoun Beautiful (KLB). We welcomed several new energetic board members that have made a tremendous impact already.

We held our first fundraiser to shore-up funding for our environmental programs and projects. And, of course, with the help from 814 dedicated volunteers donating over 2,455 hours, we collected 246 bags of recycling, 615 bags of trash, 163 tires, and a bunch of other bulky recycling and trash this year.

A job well done!

This litter is no longer polluting and harming Loudoun, our waterways, and us, thanks to caring folks like you that donate both time and money, because at the end of the day, if KLB and our valued supporters don't keep Loudoun beautiful, then who will? KLB was formed in 1972 when the county and VDOT didn't step-up and deal with litter issues that continue to exist today and increasingly threaten us with ongoing development.

So while the holiday season is filled with celebrations with family and friends, it's also a time to reflect on the blessings of

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the year, and as you can see, KLB has certainly been blessed, but our work is far from over. Please help us keep Loudoun beautiful through your tax-deductible donation. In addition to continuing our existing critical environmental programs and projects, we need to expand our beautification efforts to new areas that, whether we like it or not, are being developed all around us, and that takes funding.

A \$25 contribution will purchase 6 reusable water bottles to help promote Loudoun as a bottled water-free zone. We provide these to volunteers as well as students and other visitors at our booth at events that we participate in. This effort directly reduces litter, eliminates oil used to manufacture and transport bottled water, and saves recycling or landfill costs.

For \$42, we can buy two much-needed 3-foot long litter pick-up sticks for our volunteers to use and reuse during our seasonal litter removal campaigns, on our two annual classic watershed cleanups as well as any other time there's litter to collect. And for just \$2,500, we can hold one of our watershed cleanups, which is what it costs to just about cover the expenses for this unique event that makes a big difference.

Please click on the Donate button to support our mission using PayPal or we gladly accept mailed checks. For a donation of \$100 or more, we will put your name on the t-shirts given to volunteers, on our Website, and in our newsletter.

Looking ahead to 2017

Based on what's in the works, 2017 is shaping-up to be even busier than 2016. Our Website will be getting a much-needed face-lift, we're going to assess the gaps in beautification coverage and try to recruit new Area Leaders, and we're going to introduce targeted cigarette litter prevention and cleanup projects, all in addition to our existing programs and projects. I certainly hope you can get involved, so please visit

www.keeploudounbeautiful.org for upcoming litter cleanups and other beautification opportunities throughout the year as "Loudoun's beauty is everyone's duty".

Earth-Friendly Tip

While you're in a gift-giving mood, how about giving the gift of kindness to our planet and future generations? It's easy to do when applying the Reduce, Reuse, Recycle principles.

"Reduce" is tough at this time due to all the great sales, but still, make sure that you really need what you're going to buy.

"Reuse" by using reusable entertainment-ware instead of disposable paper, plastic, or Styrofoam. Also, packing peanuts, bubble wrap, and air bags from online shopping boxes are usually gladly accepted and reused at your nearest parcel shipping store. And if you scored something new that's replacing something that still works, don't toss it.

Instead, donate it to a local charity or post on freecycle.org.

Lastly, be sure to recycle packaging and everything else that's disposable and can be recycled, using a covered recycling bin if curbside to prevent careless littering, of course.

Thank you very much for your support and I hope you and your family have a safe and enjoyable holiday season and a fabulous 2017!

Mark Lenko

President, Board of Directors



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