MEDIA ADVISORY

Keep Virginia Beautiful Awards $750 Grant to Belvedere Elementary School

* One of 30 Grants in 30 Days Being Distributed This Fall *

*Richmond, Virginia (September 15, 2014)* – Keep Virginia Beautiful (KVB) is awarding “30 Grants In 30 Days” from September 15th to October 14th. Belvedere Elementary School in Falls Church, VA has been awarded a $750 grant in the Recycling Category. This KVB grant program focuses greater resources and attention on organizations and individual localities throughout the Commonwealth and how they are addressing the issues of litter prevention, recycling, waste reduction, beautification and education.

KVB provided the opportunity for government, non-profit and/or service organizations in Virginia to apply for one of (30) grants of $500 to $1,000 in three different categories: Litter Prevention, Recycling, and Community Beautification. These grants are made possible by Lowe’s Charitable and Educational Foundation and MeadWestvaco.

Belvedere Elementary School (BES) is a Title 1 school with tremendous focus on the environment and their community. Last school year they were able to reach a 20% recycling rate and this school year they would like to top 30%. BES plans to expand their school recycling initiatives by including outdoor bins near their playground, outdoor classroom, & fields. These outdoor spaces are not only used during the school day but also after hours and on weekends by the community. They plan to include signage near the new bins to encourage positive behaviors. KVB believes in and admires their drive to educate their community members about the value of increased recycling and waste reduction and become the community leader for environmental responsibility.

The mission at Keep Virginia Beautiful is to engage and unite Virginians to improve our natural and scenic environment through these impact areas: Litter Prevention, Waste Reduction, Recycling, Beautification, and Environmental Education. For more information on KVB, go to [http://www.keepvirginiabeautiful.org](http://www.keepvirginiabeautiful.org).