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## FOR IMMEDIATE RELEASE

### **Local Volunteers Take Action to Clean, Restore, and Renew Alamogordo at Monte Vista Cemetery**

*Following Local Health Guidelines, Annual Great American Cleanup Slated to Resume  
August 8, 2020 in Alamogordo at Monte Vista Cemetery*

**Alamogordo, New Mexico August 3, 2020** – Keep Alamogordo Beautiful (KAB), which seeks a clean, green, and more beautiful Alamogordo, announced today that its local Great American Cleanup® will resume with weed eradication on August 8, 2020 from 8 am to 12 pm at Monte Vista Cemetery, 1590 First Street.

Volunteers are needed to cut weeds, rake, bag weeds, empty trash cans, pick up litter, and all around beautification.

Keep America Beautiful® Great American Cleanup, the nation's largest community improvement program which normally runs during the spring months (March 19-June 20), will now be conducted through Oct. 18. This year, the program was suspended because of the coronavirus (COVID-19) pandemic as government and public health officials called on the public to avoid large gatherings and events to prevent the spread of the virus.

Volunteers at this weekend's event at Monte Vista Cemetery are asked to practice social distancing, and to follow all current NM public health orders. A volunteer check-in tent will be set up and KAB will provide, water, sunscreen, trash bags, and line for weed eaters. Volunteers who bring weed eaters should also bring their own eye and ear protection.

“At Keep America Beautiful, we have always believed that everyone has a right to live in a clean, green, and beautiful community – and this remains true in the face of the coronavirus pandemic,” said Keep America Beautiful President and CEO Helen Lowman. “The Great American Cleanup is a great time to encourage your family, friends, and neighbors to work together to transform Alamogordo’s public spaces into beautiful places. This year, however, we must do so responsibly and with the utmost care for the health and safety of our volunteers.”

Each year, the Great American Cleanup engages millions of volunteers and participants who take action in their local communities to create positive change and lasting impact. Keep Alamogordo Beautiful, along with other organizations in the Keep America Beautiful national network of more than 650 community-based affiliates, plan volunteer events and education programs that help to reduce litter, improve recycling, and beautiful communities.

National Sponsors for the 2020 Great American Cleanup include: Altria, Better Natured™, Diageo, Dow, The Glad Products Company, Igloo®, Niagara Bottling, Northrop Grumman Corporation, and Santa Fe Natural Tobacco Company.

### **About Keep Alamogordo Beautiful**

The mission of Keep Alamogordo Beautiful, an affiliate of Keep America Beautiful, Incorporated, is to serve the citizens of Alamogordo, by developing and implementing effective public education and community improvement programs. For more information, to donate, or to take action visit our website at <https://ci.alamogordo.nm.us/221/Keep-Alamogordo-Beautiful>

### **About Keep America Beautiful**

Keep America Beautiful, the nation's leading community improvement nonprofit organization, inspires and educates people to take action every day to improve and beautify their community environment. Established in 1953, Keep America Beautiful strives to End Littering, Improve Recycling and Beautify America's Communities. We believe everyone has a right to live in a clean, green, and beautiful community, and shares a responsibility to contribute to that vision. The organization is driven by the work and passion of more than 650 Keep America Beautiful affiliates, millions of volunteers, and the collaborative support of corporate partners, social and civic service organizations, academia, municipalities, elected officials, and individuals. Join us on [Facebook](#), [Instagram](#), [Twitter](#), and [YouTube](#). Donate and take action at [kab.org](http://kab.org).

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