

October 30, 2018

FOR IMMEDIATE RELEASE

**Contacts:**

Becca Kuntz | Melody Thuston

I Love A Clean San Diego | Lowe's

Tel: (619) 704-2781 | (704) 758-4863

Email: [bkuntz@cleanSD.org](mailto:bkuntz@cleanSD.org) | [melody.thuston@lowes.com](mailto:melody.thuston@lowes.com)

Website: [cleanSD.org](http://cleanSD.org) | [lowes.com](http://lowes.com)



**Lowe's Helps to Keep Encanto Beautiful with \$5,000 Community Improvement Grant**

*Keep America Beautiful/Lowe's Community Partners Grant Program Supports Adopt-A-Beach Expansion into Encanto*

**SAN DIEGO COUNTY, CA** – Keep America Beautiful, the nation's iconic community improvement nonprofit organization, announced the organization is providing I Love A Clean San Diego with a \$5,000 grant as part of the 2018 Keep America Beautiful/Lowe's Community Partners Grant Program.

The 2018 Keep America Beautiful/Lowe's Community Partners Grant Program engages local volunteers, working alongside Lowe's Heroes volunteers, to take action on projects that focus on critical, local needs.

With 80% of marine debris coming from inland areas, I Love A Clean San Diego's [Adopt-A-Beach](#) (AAB) program has long-served as a last line of defense against ocean pollution. With this grant, I Love A Clean San Diego will address this litter issue at the source by expanding efforts inland. I Love A Clean San Diego's will grow the reach of its Adopt-A-Beach program with the addition of Encanto's Martin Luther King Jr. Recreation Center as the newest adoptable area. Moving forward, volunteers will be able to adopt MLK Jr. Recreation Center at [AdoptSD.org](#) thanks to this expansion.

"I Love A Clean San Diego takes pride in its countywide focus, with an army of over 31,000 volunteers covering communities across the region, from inland areas like parks, trails, and creeks all the way out to the beach and bay. Volunteers are able to 'adopt' and care for their own neighborhood through programs like Adopt-A-Beach, and we are excited to include the community of Encanto into the program's park expansion," said ILACSD's Executive Director Len Hering.

In addition to I Love A Clean San Diego's grant initiative, Lowe's is supporting more than 40 other Keep America Beautiful grant-funded community service projects in 2018 as well as Keep America Beautiful's Great American Cleanup. Since the partnership began in 2011, Lowe's has contributed nearly \$8 million, with more than 2,100 Lowe's Heroes volunteers helping Keep America Beautiful improve local communities.

"These targeted grant projects will provide significant benefits in many areas of the country, both urban and rural, that often are neglected," said Keep America Beautiful President and CEO Helen Lowman. "Our network of affiliates has been particularly creative in using these grassroots grants to develop and deliver programs that embrace their community members, while transforming often neglected public spaces into beautiful places."

To officially kickoff the newest Adopt-A-Beach site, ILACSD will host a cleanup and beautification event on Saturday, November 3<sup>rd</sup> from 9:00 am – 12:00 pm. Volunteers will have the opportunity to plant drought-tolerant plants, remove invasive vegetation, and pick up litter and debris around the park. Anyone who is interested in volunteering should [register here](#).

"At Lowe's, we want to help people love where they live in the communities where our employees and customers live and work," said Julie Yenichek, Lowe's director of community relations. "Our commitment to community investment doesn't stop at charitable giving. We're proud of our Lowe's Heroes volunteer involvement and the difference they have made nationwide. Loving where you live extends beyond walls and fences, and we applaud Keep America Beautiful's vision."

**About I Love A Clean San Diego (ILACSD)** *As San Diego's most influential advocate for sustainability, I Love A Clean San Diego (ILACSD) is an environmental catalyst, awakening passion and inspiring action, empowering everyone to improve the health and beauty of our local environment. For over sixty years, we've brought the best in all of us together for a lasting, positive impact on our region. We are passion in action. For more information, to volunteer or donate, visit [CleanSD.org](http://CleanSD.org) or call (619) 291-0103. Connect with us on [Facebook](#), [Twitter](#) and [Instagram](#).*

**About Lowe's in the Community** *Lowe's, a FORTUNE® 50 home improvement company, has a 60-year legacy of supporting the communities it serves through programs that focus on K-12 public education and community improvement projects. In the past decade, Lowe's and the Lowe's Charitable and Educational Foundation together have contributed nearly \$300 million to these*

efforts, and for more than two decades Lowe's Heroes volunteers have donated their time to make our communities better places to live. For the latest news, visit [Newsroom.Lowes.com](https://www.lowes.com/newsroom) or follow [@LowesMedia](https://twitter.com/LowesMedia) on Twitter.

**About Keep America Beautiful** Keep America Beautiful, the nation's iconic community improvement nonprofit organization, inspires and educates people to take action every day to improve and beautify their community environment. Celebrating its 65th Anniversary in 2018, Keep America Beautiful strives to End Littering, Improve Recycling and Beautify America's Communities. Behavior change – steeped in education, research and behavioral science – is our cornerstone. We empower generations of community stewards to deliver measurable environmental, economic and social benefits. The organization is driven by more than 600 state and local 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](https://www.facebook.com/keepamericabeautiful), [Instagram](https://www.instagram.com/keepamericabeautiful), [Twitter](https://twitter.com/keepamericabeautiful) and [YouTube](https://www.youtube.com/keepamericabeautiful). Donate and take action at [kab.org](https://www.kab.org).

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