



**FOR IMMEDIATE RELEASE**  
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## **‘Keep Pasco Beautiful’ Wins State Award**

*~~Outstanding Communication Award for education through social media~~*

**PASCO COUNTY, FL** ---- Keep Pasco Beautiful is being honored for its efforts to educate and raise awareness through social media. At its annual conference on June 9<sup>th</sup>, 2016, Keep Florida Beautiful presented the group with the Outstanding Communication Effort Award for the Keep Pasco Beautiful Facebook page.

In April, 2015, The Keep Pasco Beautiful Facebook page had 131 fans. One of the group’s main objectives over the past year was to increase awareness through its Facebook page about events, community environmental issues and waste reduction. As of June 20, 2016, the Keep Pasco Beautiful Facebook page has 3,771 fans!

“We have a very engaged fan base,” said Keep Pasco Beautiful Coordinator Kristen King. “They care about the environment and want to make a difference, which is reflected in the posts they share and in their steady stream of reactions to our content.”

Pasco County Government partners with Keep Pasco Beautiful on several projects – including the Great American Cleanup, the Coastal Cleanup, litter prevention, and the Adopt-A-Road program. Since the waste-to-energy facility in Pasco County is near capacity and population continues to grow, one component of the solid waste master plan will be waste reduction. Keep Pasco Beautiful is assisting Pasco County by using the Facebook page as an education and outreach platform. So even though those upcycled wheelbarrows-turned-fairy gardens look like whimsical fun – there is a greater purpose to the post!

Follow Keep Pasco Beautiful on Facebook here: [www.facebook.com/KeepPascoBeautiful](http://www.facebook.com/KeepPascoBeautiful)

Visit these links for more information about Keep Pasco Beautiful:

<http://keeppscobeautiful.org/>

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