

**FOR IMMEDIATE RELEASE**  
**April 4, 2018**

**Media Relations & Communications**  
**Office: 727.815.7177**  
**pio@pascocountyfl.net**

## **Pasco County Receives National Recycling Award** *~~Keep Pasco Beautiful recognized for Pasco Upcycle & Art Festival~~*

**PASCO COUNTY, FL** ---- Keep America Beautiful awards the prestigious **America Recycles Day Program Award** to [Keep Pasco Beautiful](#) for the Pasco Upcycle & Art Festival – an annual recycled art event that attracts thousands and continues to grow.

The America Recycles Day Program Award is awarded to a Keep America Beautiful Affiliate that shows innovation in participating in the annual America Recycles Day.

“With thousands of events throughout the country celebrating America Recycles Day, Keep Pasco Beautiful decided to take a different spin on traditional recycling,” said Keep Pasco Beautiful Coordinator Kristen King. “Many people hear recycling and think of the standard household curbside collection of aluminum cans, but now upcycling is gaining momentum.”

King describes upcycling as the ingenious process of reusing something with a new purpose and reducing the amount of waste in our environment.

*Pictured with the award are:*

*From left to right: Lottie Kelley, Keep Pasco Beautiful President; Kristen King, Keep Pasco Beautiful Coordinator; Helen Lowman, President and CEO Keep America Beautiful; Alicia Hacker, Keep Pasco Beautiful Treasurer.*



The [Pasco Upcycle & Art Festival](#) began in Dade City in 2015 with 30 vendors and 500 attendees. Since 2016, the growing event has been held in New Port Richey’s Sims Park, with attendance reaching 5,000. King says Keep Pasco Beautiful won the national award based on the popularity of this upcycling-focused event.

For background information on Pasco’s Upcycle & Art Festival, click here: <http://bit.ly/2seyINS>.