

# Your News

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## COMMUNITY

# Keep Martin Beautiful making a difference

The mission is to engage individuals to take greater responsibility for improving their communities.

BY JESSICA LAYNE  
YourNews contributor

**PALM CITY** — From March 1 through May 31, Keep Martin Beautiful, along with Keep America Beautiful affiliates across the country, will participate in the Great American Cleanup, the nation's largest, annual community improvement program. This year, Keep America Beautiful has announced a goal of mobilizing 4 million volunteers nationwide during the three-month campaign, nearly a quarter million more volunteers than in 2011.

"Our mission is to engage individuals to take greater responsibility for improving their communities," said Matt McKenna, KAB chief executive officer and president. "We're fully committed to accelerating the positive impact of the Great American Cleanup each year. To achieve this, we must recruit new volunteers who want to contribute to building sustainable communities. I'm confident that we'll meet our goal of recruiting and activating an army of 4 million strong this year."

Locally, Keep Martin Beautiful has set some lofty goals of its own, as it ventures into another year of its Extreme Martin Makeover, a series of community projects that focus on litter removal, revitalization and beautification



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Almost 80 homes have been identified as part of the Extreme Martin Makeover: Indiantown Edition.

efforts in neighborhoods throughout Martin County.

The Extreme Martin Makeover: Indiantown Edition took place last weekend. The project included exterior home painting, landscape improvements and litter removal.

In February, KMB hosted the first phase of the Extreme Martin Makeover: Indiantown Edition and 250 volunteers collected 13.7 tons of litter and debris from the Booker Park community.

Since then, assigned groups have returned on the weekends to prep the homes by pressure

washing the houses, pulling weeds and doing minor structural repairs. Numerous community partners have made this project a success to date, including Habitat Angel, Habitat for Humanity, Indiantown NonProfit Housing, Indiantown Ministerial Alliance and the UPS Foundation.

"Our mission is to energize the neighbors to take pride in their community and ensure that it becomes a clean, safe place to live," KMB Logistics Coordinator Rob Ranieri said. "Often times, residential areas like Booker Park are neglected for too long, and this type of project is too

much to take on without help. That's where we need the community to step up and join in, making Martin County a more beautiful place for everyone."

Neighborhood groups, civic clubs, schools, scouts, businesses and individuals can all be part of the Great American Cleanup.

All cleanup projects that take place between March and May will count as part of the Great American Cleanup, and volunteer groups will be provided with supplies including trash bags, water and T-shirts (while supplies last).

Thank you to the sponsors who have made the 2012 GAC events possible,

which include AT&T, Waste Management, The Firefly Group, Martin County Solid Waste Authority, King Ranch, Seacoast National Bank, Florida Power & Light, Harmony Martin County, Sailor's Return, Wallace Automotive, Whiticar Boat Works, Continental Shelf Associates, Waste Pro, The Garden Club of Stuart, Forest Hills Funeral Home, NisAir, Peter's Hardware Center and Rocky's Ace Hardware.

For more information or to participate in a cleanup, call KMB at (772) 781-1222, email [info@keepmartinbeautiful.org](mailto:info@keepmartinbeautiful.org) or visit <http://www.keepmartinbeautiful.org>.