

"The Great American Cleanup and National Planting Day are transformational programs that deliver environmental, economic and social impact in communities across America.

Our expanded partnership with McDonald's will help create more beauty in our country and, literally, bring the story of McDonald's coffee full-circle from seed to bean to cup and back into the ground to help cultivate community gardens."

Helen Lowman
CEO & President
Keep America Beautiful



Clean, green & beautiful



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**KEEP AMERICA
BEAUTIFUL**
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Good Neighbor, Good Grounds

Nation's Iconic Community Improvement Nonprofit to Support Composting of Used Coffee Grounds

McDonald's, a longtime supporter of Keep America Beautiful, the nation's iconic community improvement nonprofit organization, has become a National Sponsor of the Great American Cleanup (GAC), the largest year-round community improvement program in the country.

Led by Keep America Beautiful's national network of 600+ community-based affiliates, McDonald's will also become the exclusive Presenting Sponsor of National Planting Day, a fall beautification initiative of the GAC!

Our expanded partnership got underway in September to support National Planting Day, building off of McDonald's existing **"Good Neighbor, Good Grounds"** coffee grounds recycling program.

National Planting Day, held annually the first Saturday after Labor Day, kicks off the fall planting season for Keep America Beautiful with events taking place through October based on location.

McDonald's serves a lot of coffee and is committed to finding a new life for its used coffee grounds in local community gardens instead of landfills. As Keep America Beautiful affiliates know, used coffee grounds in composting add nutrients for healthier soil and an abundant garden.

Through the existing McDonald's Coffee Grounds Recycling Program, participating restaurants re-bag coffee grounds and offer them for free to community members to use in home gardens or community gardens.

This new effort will contribute to Keep America Beautiful's 2025 Strategic Impact Goal of improving, restoring and maintaining 1 MILLION public spaces, while enhancing McDonald's Coffee Grounds Recycling Program.

End Littering | Improve Recycling | Beautify Communities

Goals & Benefits

The program will cultivate local relationships between Keep America Beautiful affiliates and McDonald's operators and restaurants to achieve important goals:

- Reducing waste going to landfills from each McDonald's restaurant.
- Fortifying community gardens in local neighborhoods served by McDonald's and Keep America Beautiful affiliates
- Educating community members about the environmental, economic and social benefits of contributing to clean, green and beautiful places and the lasting impact of engaged citizenship.
- Positioning Keep America Beautiful, its local affiliates and McDonald's operators and restaurants as partners in community improvement and environmental stewardship.

In addition to accepting the used coffee grounds for their own projects, local Keep America Beautiful affiliates will serve as a communications hub by promoting the availability of used coffee grounds for composting to local garden clubs, beautification committees, municipal public works and parks and recreation departments, schools, individuals, etc. Logistics will be developed by region to meet the needs of restaurants and the capacity of local Keep America Beautiful affiliates.

Our plan is to pilot the program starting in September 2017 in select regions with plans to learn and develop best practices before we expand our work together in 2018. National Planting Day consumer tips and resources can be found online for easy reference at KAB.org.

Marketing and Public Relations

- Keep America Beautiful will assist in the development of internal and external communications
- Keep America Beautiful (and local affiliate if relevant) will provide social media posts to support initiative
- Listing of participating restaurants in national and local press releases and interview opportunities related to initiative
- Recognition of support on kab.org (and local affiliate website if relevant)
- Opportunity to use the Keep America Beautiful logo and local affiliate logo on local McDonald's social media channels and other agreed-upon marketing or promotional materials

Restaurant / Employee Engagement

- In-store activations to be developed collaboratively between participating restaurant, Keep America Beautiful and local affiliates
- Keep America Beautiful will structure (1) employee engagement opportunity per region to celebrate partnership
- Educational webinar about partnership will be created and made available to employees

For more information, please contact:

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Join Our Movement



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KEEP AMERICA BEAUTIFUL *#DoBeautifulThings*

Keep America Beautiful annually returns more than \$200 million in measurable benefits across participating communities.

- We remove litter and debris from roadsides, highways, shorelines and waterways for safer, cleaner communities.
- We plant trees, flowers and gardens to strengthen green infrastructure.
- We clean and restore nature trails, recreation areas and playgrounds to encourage play and physical activity.
- We recycle beverage containers, electronics, paper products, tires, plastic bags and film to give garbage another life.
- We rebuild public spaces in communities struck by natural disasters to renew social connections.