

Keep Irving Beautiful Newsletter



Earth Month 2016

April 22 has been known as Earth Day since 1970, and over the years the awareness of the concept has grown leaps and bounds, to the point where the entire month of April is now considered "Earth Month." KIB began our Earth Month on a very positive note - being honored at the Irving Economic Development Partnership's "Newsmaker Reception." This event is held quarterly at the Four Seasons to showcase companies, organizations and individuals who have made significant and newsworthy accomplishments. KIB was recognized for their honors received from Keep America Beautiful, including the President's Circle and Sustained Excellence Awards.

Our annual spring cleanup, the Don't Mess with Texas Trash-Off, held at Trinity View Park on April 9, was another success, thanks to the efforts of our volunteers and sponsors. There were 215 volunteers (151 adults and 64 youth) who gave 645 hours of service and collected 2,140 pounds of trash and 520 pounds of recyclables. This was part of the state's signature event of the nation-wide Great American Cleanup, so our local event was part of a much bigger picture.

The month continued with a variety of events all related to the KIB focus areas. KIB staff member Julie Schmitt was the guest speaker at the Piccadilly Garden Club's April 12 meeting and spoke to a group of ten about KIB history and programs and presented each member with a reusable shopping bag and wildflower seed packets. "Earth Week," which includes the official April 22nd date, was full of activities, including a visit to Clifton Early Childhood School, where we gave two



Chamber Chairman Michael McCall (L) and Mayor Beth Van Duyne (R) with KIB staff Julie Schmitt and Rick Hose at the quarterly Newsmaker Reception.

performances of our environmental skit (featuring mascots Kirby and Buddy the Blue Bag and the Litterbug) to more than 600 children and staff. KIB attended North Lake College's Earth Day, which featured musical group Vocal Trash. On the 22nd, KIB staff went to Earth Day Texas at Fair Park, and volunteered at the City of Irving table. In only 5 years, this event has grown to become the largest Earth Day celebration in the world. More than 130,000 people attended over 3 days to check out the 1,500+ vendors and exhibits! That week wrapped up with the Irving Lake Association's spring cleanup of Lake Vilbig, where they had a great turnout of 69 volunteers who pulled 2,520 pounds of litter out of the lake, along with a few stray boats. KIB has been partnering with the ILA for over 20 years. The final April event was "Dia de la Familia" on April 30 at the North Lake South Campus, a "Green Event" with KIB providing recycling stations and signage.

Upcoming and Ongoing Events

Earth Month is really never over for KIB, as we continue our activities throughout the year, and May will be as action-packed as April was. We have several corporate service days coming up in May, including projects with Contech Engineered Solutions, Allstate, and Acosta Marketing, and a TxDOT cleanup with the Church of Latter-Day Saints. We will also attend three Career Days at Irving ISD schools (Gilbert, T. Haley and Hanes), and we continue to support the Adopt-a-Spot program and our fantastic volunteers, who work year-round at their locations to keep our neighborhoods clean. (See photos at right).

In addition to KIB activities, upcoming City of Irving events include Cinco de Mayo and Bicycle Fest on May 7, Taste of Irving on May 14, several "Think Green...Be Green" classes, and much more. May is a great time to enjoy the many opportunities Irving has to offer.

Reminder: KIB's Go Fund Me page is active!
Help us raise \$25,000 by our 25th anniversary.
Scan the QR code below, or go to:
<https://www.gofundme.com/kibturns25>



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Did You Know?

This month we share tips for "Eco-Friendly ways to spend your Memorial Day Week-end," from our friends at Earth 911:

- Play tourist in your own town - walk, bike or use mass transit to make it even more eco-friendly
- Host a "Green Block Party" - ask guests to bring locally sourced food items in reusable containers and use "real" silverware and plates (or compostables)
- Plant your summer garden.

However you spend your holiday, we at KIB wish you a safe Memorial Day Week-end.



MacArthur Athletics' was honored for their Adopt-a-Spot cleanups and timely reporting. KIB's Julie Schmitt (L) presented Mac's new Athletic Director Ronny Mullins (R) with a gift bag, along with litter pickers and cleanup supplies. Way to go, Cardinal teams!



And during a paint project with the Verizon Green Team one Saturday, we caught these two in some serious Adopt-a-Spotting! These members of the Church of Scientology were helping to maintain their area on O'Connor and Lively Pointe Park. Thanks!