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Keep Sarasota County Beautiful seeks volunteers for the 2012 Great American Cleanup

Keep Sarasota County Beautiful (KSCB) has begun taking registration of volunteers for the 2012 Great American Cleanup from 8 a.m.-noon Saturday, April 7, at sites throughout Sarasota County. In case of rain, the cleanup will be Saturday, April 14. The theme of this year's event is "Own Your Own Project," which encourages community spirit on a neighborhood level.

"The Great American Cleanup gives people the opportunity to take pride in their community," said KSCB Manager Sandra Washington. "Residents of Sarasota take a lot of pride when it comes to living in paradise, so when family and friends come to visit they want to make sure they get the best impression."

As an affiliate of Keep America Beautiful, KSCB has hosted The Great American Cleanup in Sarasota County since 1992. This year's national theme is "Green Starts Here". The Great American Cleanup is the nation's largest annual community improvement program, with an estimated 3 million volunteers in more than 15,000 communities participating in 30,000 improvement activities and educational workshops.

"The Great American Cleanup is one of the county's most popular events that attracts hundreds of volunteers each year," said Washington. "The program not only gives visibility to activities that meet local needs, such as owning your own projects; it also is a chance for people to come together, have fun and build a sense of pride for where we live."

The 2011 Great American Cleanup is sponsored in part by Lowe's, Nestle Pure Life, Wrigley, The Scotts Miracle-Gro Company, Troy-Bilt, Waste Management Inc., PepsiCo, The Glad Products Company, Dow Chemical Company and SOLO Cup Company.

For more information, contact the Sarasota County Call Center at 941-861-5000 or visit www.scgov.net, keyword search KSCB.

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