



## **Keep America Beautiful Names New Mexico among It's National Award Recipients**

Santa Fe - New Mexico Clean & Beautiful, a program of the New Mexico Tourism Department, is proud to once again receive the prestigious Diamond Recognition Award from Keep America Beautiful, Inc. (KAB). KAB's Diamond Award category salutes "State Affiliates who have successfully implemented the KAB Guidelines to promote its mission statewide and offer program support to local affiliates." New Mexico was one of only 13 states to fulfill all the criteria necessary to achieve this status. 2014 marks the program's tenth straight year as a State Affiliate Diamond Award Winner.

"It's up to all of us to preserve the breathtaking scenery that makes New Mexico a world-class destination. We are grateful to every proud New Mexican who protects our beautiful mountains, rivers, mesas, urban and rural areas," said Cabinet Secretary Rebecca Latham. In support of the Tourism Department's "I AM New Mexico True" initiative, residents are invited to "take the pledge" at events around the state, promising to properly dispose of litter and participate in clean up efforts in their area. The Tourism Department is especially grateful to all its community partners that spearhead efforts to Keep New Mexico True.

Two such partners are Luna County and the Village of Tularosa, Keep America Beautiful affiliates who were also recognized for their efforts. Keep Tularosa Beautiful was previously recognized and Keep Luna County Beautiful earned second place in the area of Litter Prevention and Community Revitalization. "We commend Susan Flores of Tularosa and Jessica Etcheverry of Luna County for successfully engaging their citizens in building and maintaining vibrant communities that benefit residents and visitors alike," said Audrey Herrera-Castillo, Marketing Outreach Programs Director.

New Mexico Clean & Beautiful and its Keep America Beautiful Affiliates will attend and be recognized during a special ceremony at the organization's national conference to be held January 27-29, 2015 in Washington, D.C. Program Manager, Andrea Lawrence will be in attendance, along with a number of community affiliates

from around the state, and will accept the award on behalf of the program.

Keep America Beautiful is the nation's leading nonprofit that brings people together to build and sustain vibrant communities. New Mexico Clean & Beautiful is dedicated to supporting KAB in its mission to engage individuals to take greater responsibility for improving their community's environment. Through our actions and impact we are all creating communities that are socially connected, environmentally healthy and economically sound.

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