



**NEWS RELEASE**

**Keep Virginia Beautiful Awards \$500 Grant to  
Hampton Roads Planning District Commission**  
10<sup>th</sup> Annual “30 in 30 Green Grants” Being Awarded in June

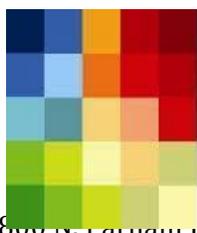
*Richmond, Virginia (June 14, 2020)* – Keep Virginia Beautiful is awarding its annual “30 in 30 Green Grants” one each day in the month of June, for a total of thirty grants. Hampton Roads Planning District Commission, in Hampton Roads will receive a grant award of \$500 for its Cigarette Litter Prevention Program.

Government, non-profit, civic and service organizations in Virginia were invited to apply for grants for \$500 to \$1,000 describing how they plan to tackle an environmental concern in their community regarding Litter Prevention, Recycling, Cigarette Litter Prevention, or Community Beautification.

Since 2011, Keep Virginia Beautiful has provided \$230,000 for 290 different environmental projects and programs all across the Commonwealth, due to the generosity this year of our partner Altria, as well as additional support from Keep America Beautiful and Coca-Cola.

AskHRgreen.org is a public awareness program that encourages environmental stewardship among all residents of the 17 cities and counties of Hampton Roads administered through the Hampton Roads Planning District Commission. Their “Big Butts” project is an original public art and outreach program aimed at raising awareness about cigarette litter, and ultimately reducing it. The initiative will include creating 18 oversized cigarette butts made from PVC pipes, styrofoam, and spray paint. The project will be supported by public relations and outreach to local media channels through news releases, social media, and articles. The creation of the big butts will also be documented in a tutorial video and made available to the public. They hope that the Big Butts public outreach program will help smokers realize even a small cigarette butt is a big problem for the health and beauty of our environment.

The mission at [Keep Virginia Beautiful](http://KeepVirginiaBeautiful.org) is to engage and unite Virginians to improve our natural and scenic environment.



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