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## **MEDIA RELEASE**

### **KBB WRAPS UP EARTH MONTH 2022**

**May 10, 2022 – Hamilton, Bermuda:** As **Earth Month** (April) 2022 has recently wrapped up, Keep Bermuda Beautiful (KBB) would like to extend our appreciation to everyone who took action throughout the month of April to care for our environment. KBB hosted **36 cleanups** across the island last month, with **22** of the cleanups scheduled around **Earth Day on Friday, April 22<sup>nd</sup>**.

More than **800** volunteers of all ages gave their time to help Keep Bermuda Beautiful throughout the month of April. Together, we removed approximately **11,000 (ELEVEN THOUSAND) pounds of trash, recyclables and bulk waste** from Bermuda's roadsides, parks and beaches.

KBB thanks our core administrative team who made Earth Month such a huge success and we acknowledge the efforts of all involved. We send a special thank you to Sheena Paynter for coordinating such a large number of cleanups; Candice Dickinson for managing KBB's social media platforms; and Amy Shillingford for leading several of the Earth Day events.

Hundreds of individuals and families committed to KBB-related actions as part of the Earth Day Challenge on Friday, April 22<sup>nd</sup>. People picked up litter around their neighbourhoods, cleaned up Bermuda's coastal areas and beaches, and recycled in their homes and offices. KBB is grateful to the community for stepping up and answering this special call to action. We encourage everyone to continue with their individual efforts to clean up, reduce, reuse and recycle on a regular basis. Every single action to care for our fragile environment and preserve Bermuda's unique eco-system creates a positive impact for our island home.

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Stefan Smith, President of KBB's Board, said "The support and enthusiasm for Earth Day 2022 was phenomenal! Thank you to everyone who participated in the cleanups and provided sponsorship. KBB's mission to engage individuals in Bermuda through action and education was on full display for Earth Month. We hope that individuals who took environmental action in April will continue with their efforts throughout the year. As we move beyond Earth Month 2022, it is important that each one of us takes responsibility to **reduce** our waste-creating habits, especially by eliminating single-use plastics; **reuse** what we can; and **recycle** tin, aluminum and glass (TAG)."

Visit [www.kbb.bm](http://www.kbb.bm) to watch video highlights from the 22 Cleanups for Earth Day 2022 and see more results from Earth Month. You can also contact KBB through the website to learn more about getting involved and making a difference with helping to Keep Bermuda Beautiful.

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