


TOSS
NO
MAS

KEEP

NEW MEXICO *Free*

“Not everything that is faced can be changed, but nothing can be changed until it is faced.”

--James Baldwin

Keep America Beautiful



How will you...
Keep America Beautiful?



Keep America Beautiful helps:



End Littering



Improve Recycling

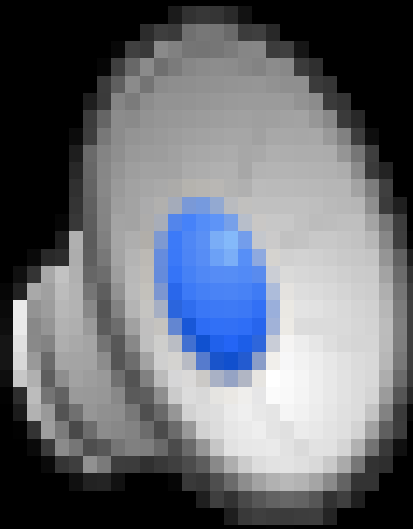


Beautify Communities

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New Mexico Clean & Beautiful

- State Leader
- Liaison and support New Mexico's affiliate network
- Link healthy communities and economic development
- Good for locals is good for visitors and vice-versa



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New Mexico has always been defined by the natural beauty of its landscapes—by past generations who carved out a living from it, and by the next generation that seeks adventure in its folds.

In order to preserve this beauty, it is up to us as the current generation to act as stewards of this land. We can keep our state clean and beautiful with the help of dedicated volunteers like you.

Take the Pledge to Keep New Mexico True

Name *

First

Last

Email *

County *



Benefits of KAB Affiliation

Behavior Change Model

- Get the Facts
- Involve the People
- Develop a Plan
- Focus on Results
- Provide Positive Reinforcement

Benefits of KAB Affiliation

“Affiliation brings the power of America’s largest community improvement network to your hometown.”

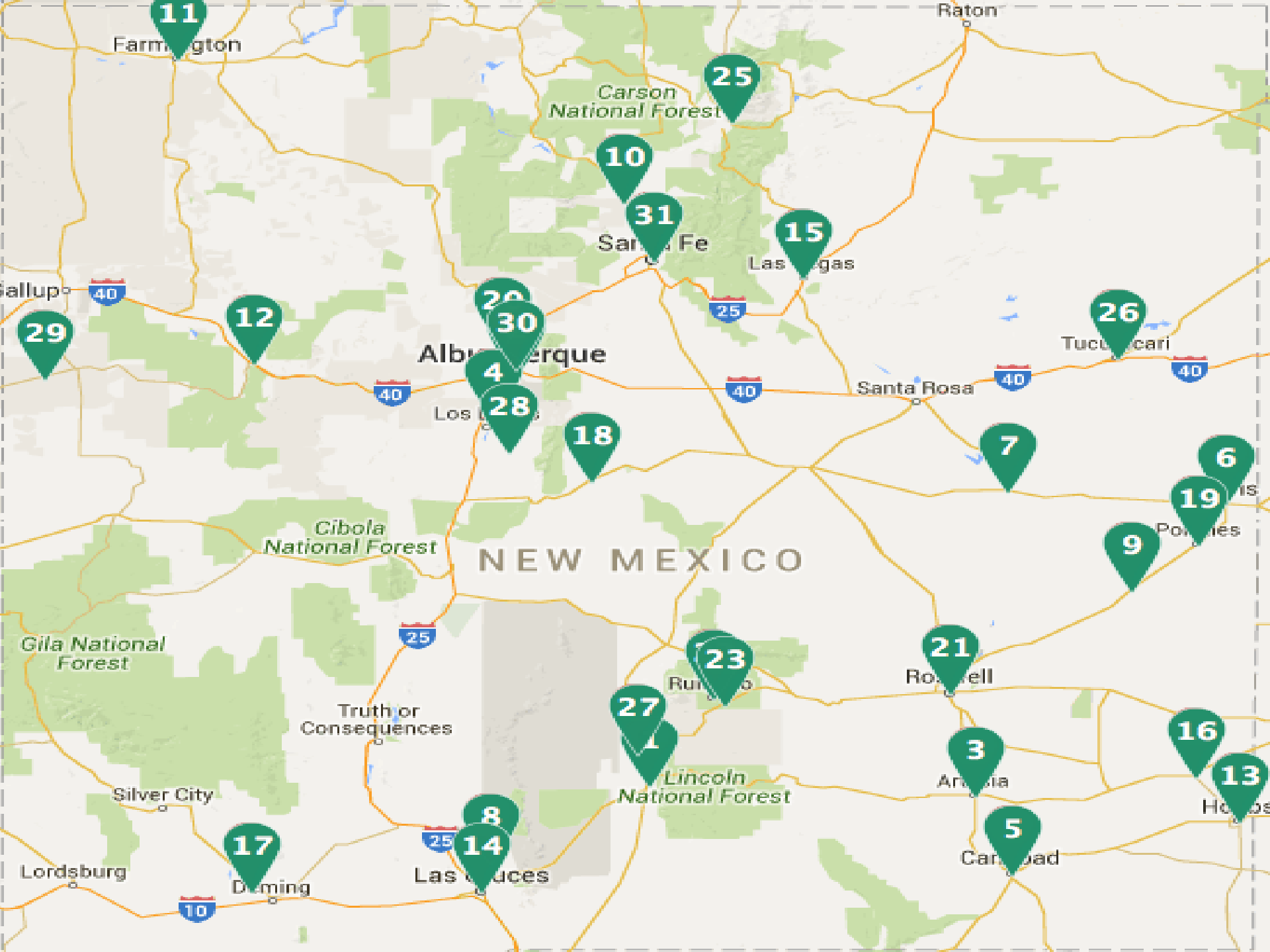
- ROI
- Grants
- Credibility
- Network
- Training
- Research
- Tools



NMCB Grant Program

\$700,000

- ✓ Beautifies areas
- ✓ Implements recycling initiatives
- ✓ Prevents, reduces and eliminates blight
- ✓ Educates residents and visitors
- ✓ Sustains programs and environments



11

Farmington

25

Carson National Forest

10

31

Santa Fe

15

Las Vegas

29

12

20

30

Albuquerque

4

28

18

25

40

Santa Rosa

7

26

Tucuman

19

6

9

Portales

NEW MEXICO

Cibola National Forest

Gila National Forest

25

Truth or Consequences

23

Ruidoso

27

21

Roswell

16

3

Arroyo

13

17

Lordsburg

10

Deming

8

14

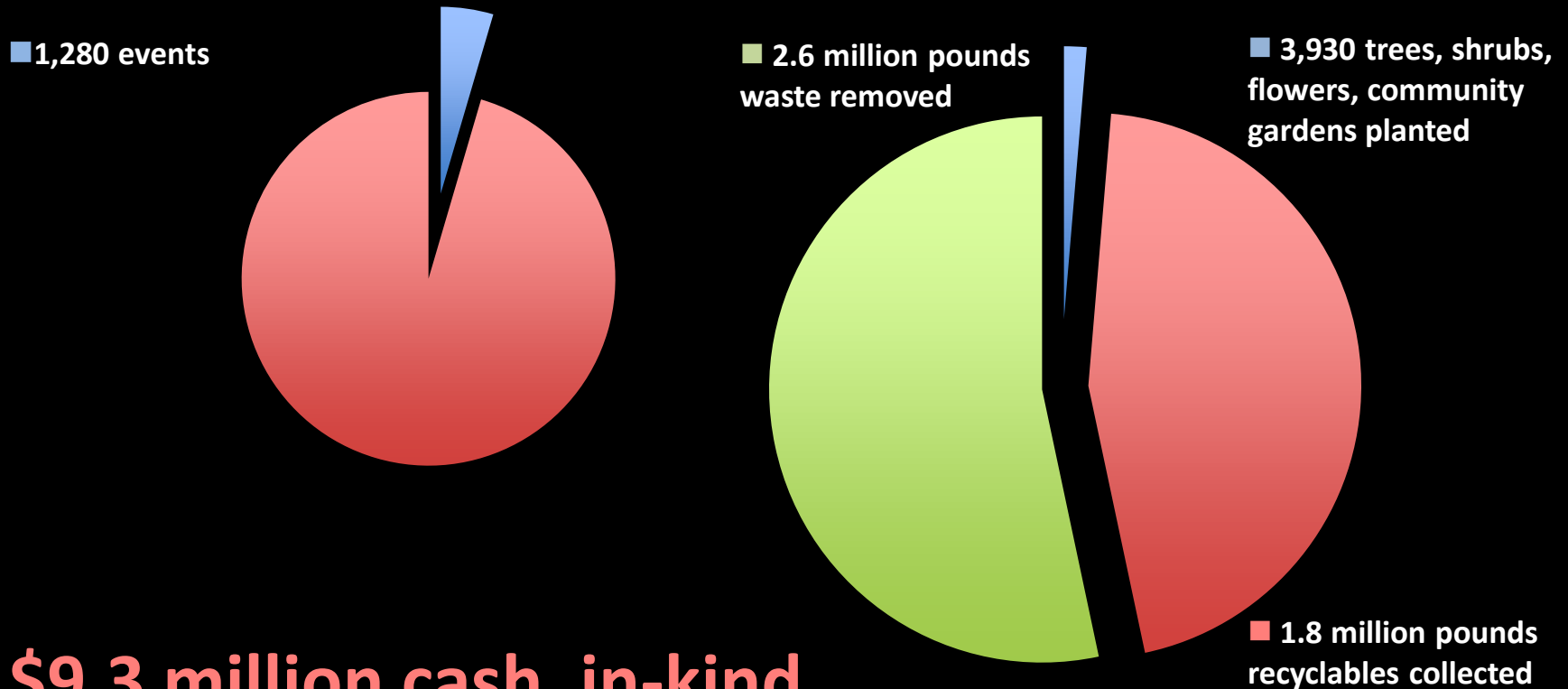
Las Cruces

Lincoln National Forest

5

Carlsbad

Accomplishments



**\$9.3 million cash, in-kind,
volunteer hours donated!**

Program Examples

- Beautification, Gardens & Landscaping
 - Veteran's Park – Elephant Butte
 - Parklet106 – Silver City
 - Outdoor Learning Center – Ruidoso Downs



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Program Examples

- Graffiti Abatement
 - Paint the Town – Deming
 - Murals – Rio Rancho, Las Cruces, Española
 - Trash receptacles - Artesia



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Program Examples

- Great American Cleanup
 - Neighborhood schools, parks, streets and arroyos
 - Cemetery restoration – Santa Clara
 - Walking paths – Roswell, Portales, Anthony
 - Adopt-a-median/spot/park/pot – everywhere!
- Arbor Day
 - Tree planting
 - Seedling giveaways
- America Recycles Day
 - Trashion shows – Albuquerque, Farmington, Las Cruces
 - Trash to Art – Pueblo of Zuni

New Mexico Clean & Beautiful



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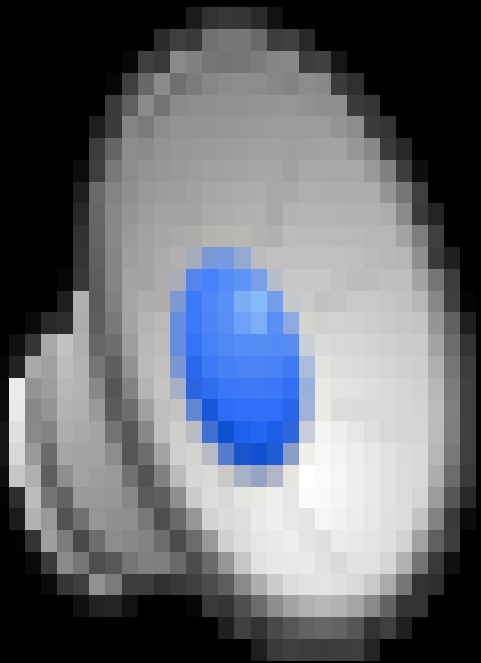
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Other Resources

- Tourism Department
 - Cooperative Marketing – Open now through November 7
 - Tourism Development – Details coming soon
- Keep New Mexico Beautiful
 - Beautification
- New Mexico Environment Department
 - Recycling and Illegal Dumping (RAID)

Working Together

- Connect
- Link
- Encourage
- Apply
- Reach



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“Don’t quit. Never give up trying to build the world you can see, even if others can’t see it.”

--Simon Sinek

*Let’s all keep asking people,
“What will you do?”*

Contact

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newmexico.org/keepnmtrue

