

Keep Iowa State Beautiful Committee  
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**KEEP IOWA STATE BEAUTIFUL INITIATIVE BEGINS**

AMES, Iowa — Iowa State University is known for its beautiful campus, which received a 1999 medallion award from the American Society of Landscape Architects. This fall, several university groups are collaborating to launch a campus-wide initiative to keep Iowa State beautiful.

Program goals include making the campus community more aware of the need to stop littering and to remove litter from university grounds; helping student groups who organize events monitor their trash procedures and thus limit litter; creating teams of people to periodically pick up campus areas; and collaborating with the Spring Stash the Trash event to pick up litter on and off campus.

The initiative's campaign slogan is "Cy Says...Keep It Clean, Keep It Green." Cy is a focus of marketing efforts — three different buttons showing Cy throwing away trash have been distributed at various outdoor events.

Jennifer Garrett, coordinator of Leadership and Service in the Memorial Union and chair of the Keep Iowa State Beautiful Committee, explained the need for this initiative. "Although campus is beautiful, members of the campus community and visitors litter on a regular basis. Our goal is to eliminate litter to make campus the most beautiful it can possibly be. We hope to create a positive culture shift toward a litter-free campus."

The Keep Iowa State Beautiful initiative is a collaborative effort between Student Affairs, Facilities Planning and Management, Athletics, the Department of Residence, the Greek community, and student, faculty and staff leaders.

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