

ⁱBeautify Corpus Christi and the City of Corpus Christi's Clean City Committee has been an active participant in Earth Day activities for the better part of five years, annually more than 1,400 volunteers participate or attend the Great American Clean Up, Adopt Downtown, Don't Mess with Texas Trash Off, Adopt a Beach and Earth Day/Bay Day.

Following the successes of our annual participation in April's events and most recently Corpus Christi Recycles Week, we are excited to present the 2013 Trash Summit, featuring Chad Pregracke (<http://www.wqpt.org/chad/>), The River Rescuer, featured in National Geographic and CNN. Other speakers include Dr. Christine Reiser Robbins, (Garbology) and a panel discussion on updates to our current litter ordinances and the 2013 Litter Control Plan. The trash summit will be held on Thursday, April 4, 2013.

Our National Day of Action event will be a waterway clean up at Corpus Christi's Packery Channel, a site that has most recently caught the attention of our media neighbors in San Antonio due to the amount of trash surrounding the sometimes beautiful Gulf of Mexico beach. The clean up will entail underwater, water craft and land trash pick ups. Volunteer numbers are expected to exceed 400.

Volunteer recruitment and Trash Summit marketing is promoted through the Clean City Committee and the City of Corpus Christi. Our media plans include traditional press releases, media appearances, heavy social media through facebook.com/corpuspride , which has more than 3,700 fans and facebook.com/cleancity, at 750 fans and their respective twitter feeds. Flyers are included in Principal's Packet to over 268 elementary, middle and high schools announcing volunteer opportunities and community service through Mayor Martinez's office. Commercials will run on CCTV, our City's television channel, along with public service announcements and billboards, all to begin in March-after Spring Break.

Partners for the Trash Summit and National Day of Action include AEP Texas, Nueces County River Authority, Texas Commission for Environmental Quality, the City's Storm Water, Marina, Parks & Recreation Beach Operations, Solid Waste Operations and Environmental Services Departments.

Measureable results are expected through volunteer numbers, media impressions and participation in dialogue with City leadership.

Corpus Christi used to be known as the "Sparkling City by the Sea." It's not anymore, far from it, actually. With continued support, ardent spotlighting community trash problems and strengthening our litter control plans through partnerships, Keep America Beautiful event participation and assistance , we hope and will regain that title.

ⁱ Keep America Beautiful Grant Submission- 2013 National Day of Action- request amount \$1,000