



Keep Stamford Beautiful, Inc.

A program of the City of Stamford
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Let's All "Pitch In" For A Cleaner Environment



Throughout the months of June, July, and August, Stamford residents will be reminded to "Pitch In," as part of Keep Stamford Beautiful's litter awareness campaign. The 2003 campaign is sponsored by Pitney Bowes, who has been a partner of Keep Stamford Beautiful from its inception in 1998.

The campaign consists of ten city buses which carry a placard with the international "Pitch In" logo of a person disposing of litter in a receptacle, along with the Keep Stamford Beautiful and Pitney Bowes logos. Incorporated into the logos are their websites, so residents can learn more about the two groups by visiting their sites on the web.

Keep Stamford Beautiful researched several effective alternatives to the old standby methods of advertising. With costs of print and air media skyrocketing, transit was selected as a cost-effective alternative. Buses travel throughout highly populated areas, bringing the "Pitch In" message to the people. The ads reach Stamford residents on their way to shop, commute, work, and recreate.

In the 3-month showing, the "Pitch In" advertisement will be seen 2,743,000 times by Stamford residents, reminding them to "Pitch In," and to keep Stamford beautiful!

Stamford, CT 06901-2704
Suite 110
Five Landmark Square
Keep Stamford Beautiful, Inc.



DOWN -TO- EARTH

ISSUE 16 SPRING/SUMMER 2003

And The Winners Are...

"Beautification Day" on Saturday, May 31, kicked off the third annual "Stamford In Bloom" garden competition. Keep Stamford Beautiful received 63 entries for the contest, and each entry was judged on criteria established by local gardening experts and by the KSB Beautification Committee. Congratulations to our winners.

"Stamford In Bloom" is a beautification project in the City of Stamford. However, this is not simply a garden contest. It is a

campaign to encourage residents to enhance their properties by planting beds of flowers and gardens to create a more beautiful community.

Sponsored this year by Heyman Properties, the city-wide contest is designed to enhance the look of the city, increase civic pride through an annual competition, and promote a wider use of flowers, trees and shrubs in the neighborhood landscapes.



1st Prize: \$1000 - Deanna Springfield, 37 Ralsey Road South



From left to right: Deanna Springfield, Jim Nestor, Marianne Ochendorf, Nancy Greenberg of Heyman Properties, and Rick Myers, Director of KSB.



2nd Prize: \$500 - Marianne Ochendorf, 30 Buena Vista Street



3rd Prize: \$250 - Jim Nestor, 110 Mulberry Street

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