

# Keep Nassau Beautiful 30<sup>th</sup> Anniversary Celebration

## Media Release

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### For Immediate Release

## 30 years in the Making - Keep Nassau Beautiful Celebrates

*Keep Nassau Beautiful Celebrates 30 years of education and engagement of Nassau County residents and businesses.*

Fernandina Beach, Florida, December 8, 2021. Keep Nassau Beautiful (KNB) recently held a 30<sup>th</sup> Year Anniversary Celebration hosted by Mocama Beer Company on Saturday, December 4<sup>th</sup>. For the last 30 years, KNB board members and volunteers have worked tirelessly to educate and engage Nassau County residents and businesses in protecting the environment and improving the appearance of our community. Current local initiatives include programs to clean shoreline or roadways, collect and properly dispose of household hazardous waste, lead educational outreach efforts, and sponsor free tree events."

The 30-year anniversary was an opportunity for the community to gather and celebrate those initiatives, as well as to continue educating and raising awareness about the important work of KNB. The event included raffle drawings for prizes provided by generous community sponsors and businesses. KNB thanks the sponsors and local businesses for their support; these donations, and the community response to them, allow KNB to continue important community efforts.

"On behalf of the Board of Directors, thank you to the Nassau County community for supporting and participating in KNB events now and over the past three decades," said Mike Cole, KNB Board Chair. "Generous donors, sponsors, partners, public officials, and volunteers provide the resources that allow KNB to serve the community."

A highlight of the event included the announcement and recognition of the winners of the KNB Inaugural Community Awards. The award categories included Beautification, Environmental Responsibility, and Sustainability.

The award recipients are as follows:

The BEAUTIFICATION AWARD recognized Mocama Beer Company for the repurposing of a landmark Fernandina Beach building into a thriving business, and their use of Florida-friendly landscaping which adds interest and beauty to the 8<sup>th</sup> Street corridor.

The ENVIRONMENTAL AWARD was posthumously granted to Rebecca Jordi, the former Director of Nassau County Extension, and a former KNB board member and officer. Becky championed planting and beautification projects throughout Nassau County, partnered with KNB on the "We Noticed" program, and provided the educational content for KNB's highly successful Free Tree events.

The SUSTAINABILITY AWARD was presented to White Oak Conservation. They exemplify the award criteria by saving endangered wildlife through sustainable breeding, education, and responsible land stewardship. White Oak partners with KNB and the St Marys Riverkeeper in the annual St. Marys River Cleanup, leads multiple Adopt A Road quarterly cleanup events, and provides supplies that allow KNB to reduce its use of plastic trash bags.

“Congratulations to the award winners. By your example, others may be inspired to join us in keeping our community clean, green, and beautiful,” said Josh Baker, KNB Board Chair-elect.

To get involved or learn more about KNB programs, 904-261-0165 or [knb@keepnassaubeautiful.org](mailto:knb@keepnassaubeautiful.org)



Photo: Michael Ritter Photography. Current and former KNB Board Members and Staff. Pictured left to right, Len Kreger, Lynda Bell, Mike Cole, Karen Klima, Sheila Page, Jean Mauldin, and Josh Baker.



Photo: Michael Ritter Photography. KNB Inaugural Sustainability Award presented to White Oak Conservation. Pictured left to right, Lynda Bell, Brandy Carvalho, Mike Cole, Jean Mauldin, and Josh Baker.



Photo: Michael Ritter Photography. KNB 30-year Anniversary Celebration, raffle drawing proceeds to support KNB programs. Pictured left to right, Josh Baker, KNB Chair-elect, and Becky Diden, Nassau County Solid Waste Recycle Coordinator.

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Keep Nassau Beautiful, Inc. is working to inspire, educate, and equip individuals, groups, businesses and governments to take action to make Nassau County a place where residents, visitors and wildlife can thrive and experience the beauty of Nassau County. [www.keepnassaubeautiful.org](http://www.keepnassaubeautiful.org)