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## **Keep Nassau Beautiful Launches #ReFillNassauFL Campaign at Dickens on Centre**

*The program seeks to reduce single use plastic through the sale of limited-edition reusable, refillable, recyclable aluminum cups*

**Fernandina Beach, FL (November 28, 2022)** – In an effort to reduce the amount of single use plastic used in restaurants, bars and at events in Nassau County, Keep Nassau Beautiful is launching the #ReFillNassauFL campaign at this year's Dickens on Centre.

Central to the campaign is the sale of a limited-edition reusable, refillable, recyclable aluminum cup that will be available for \$1 at the Keep Nassau Beautiful booth during the festival. Proceeds from the sales will go to support the programs and operations of Keep Nassau Beautiful.

Local businesses can also purchase cases of the cups for use and/or sale in their establishments as an alternative to a single use, disposable cup. These participating partners will get access to marketing materials that promote their involvement in the program and support for Keep Nassau Beautiful.

Businesses, organizations and individuals may also sponsor the #ReFillNassauFL campaign and bulk purchase the aluminum cups for key events.

The cup features a limited-edition souvenir design and a QR code that directs to the cup campaign's webpage.

“Keep Nassau Beautiful organizes and leads several events throughout the year designed to reduce litter and waste in Nassau County,” said Lynda Bell, Executive Director of Keep Nassau Beautiful. “By offering an alternative to single use plastic in the form of a reusable, refillable, recyclable aluminum cup, we are not just supporting our existing work to keep our communities clean and beautiful, we are taking an important step to reduce single use plastic.”

Purchasers of the cup are encouraged to take photos of the cup in locations around Nassau County, at special events or when they fill up at a water station. Posts that use the #ReFillNassauFL hashtag will be amplified by the Keep Nassau Beautiful social media accounts.

To learn more about Keep Nassau Beautiful and how you can participate in the #ReFillNassauFL program visit: [www.keepnassaubeautiful.org/refill/](http://www.keepnassaubeautiful.org/refill/)

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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)