

**Contact:**

Lynda Bell, Executive Director  
Keep Nassau Beautiful  
904-261-0165  
knb@keepnassaubeautiful.org

**FOR IMMEDIATE RELEASE**

**Keep Nassau Beautiful (KNB) Reusable, Recyclable Cups Program Recognized by Keep Florida Beautiful as Outstanding Project for 2023**

**More than 59,000 Aluminum Cups Distributed in Nassau County to Keep Plastic Out of Landfills and Environment**

**FERNANDINA BEACH, FLA., NOV. 17, 2023** – [Keep Florida Beautiful](#), which supports a network of affiliates to improve Florida through beautification, litter removal and recycling, has awarded [Keep Nassau Beautiful](#) (KNB) its 2023 Outstanding Project award for the [#refillNassauFL](#) aluminum cup program.

KNB, the premier organization dedicated to Nassau County (Florida) conservation, sustainability and beautification, launched the reusable cup program [#refillNassauFL](#) in November 2022 to reduce the use of single-use plastics. More than 59,000 reusable, refillable and easily recycled aluminum cups have been distributed to more than 25 restaurants and partner organizations and are available at local festivals and events. Through generous foundation funding and sponsorships, KNB was able to price the aluminum cups competitively for Nassau County businesses and organizations.

KNB cups replace single-use plastic cups and bottles that are less durable, not easily recycled and have materials that live in the environment indefinitely.

“Reducing the use of single-use plastics is critical to us here at Hofbrau Amelia, and the KNB aluminum cup program offers us and our customers a fun and easy way to keep plastic out of the landfill and environment,” said Andrea Buehler, owner, Hofbrau Amelia. “Our recent Oktoberfest event relied entirely on the KNB cups, making it a highly sustainable event – and we can reuse the cups to continue the benefit.”

In conjunction with the cup program, KNB has partnered with the City of Fernandina Beach Utilities Department and the Florida Section of the American Waterworks Association to host the popular Water Monster, a mobile hydration station available at most local festivals and events, including the Island Hop Craft Beer Festival, the Hispanic Heritage Festival, the Right Whale Festival, the Isle of Eight Flags Shrimp Festival, the Wild Amelia Nature Festival and

others. The Water Monster has provided thousands of gallons of ice-cold drinking water for reusable cups and bottles. As a result, some events have eliminated single-use cups and bottles.

For 2024, KNB has created a new cup design with a wraparound image including a sea turtle, an iconic local marine animal and favored critter of the Wild Amelia program. Sponsorships are available for cups and KNB welcomes local restaurants and others to partner on cup use for their customers.

The Water Monster and new KNB cups will be available next at the December 8-10 [Dickens on Centre](#) festival.

To learn more about sponsorship, contact [KNB@keepnassaubeautiful.org](mailto:KNB@keepnassaubeautiful.org) or at 904-261-0165 and also ask for KNB aluminum cups at restaurants across Nassau County.

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For over 30 years Keep Nassau Beautiful has been dedicated to conservation, sustainability, and beautification efforts in Nassau County, Florida. Through its flagship programs--including Wild Amelia and Planting Nassau's Future--Keep Nassau Beautiful educates, engages, and activates residents and visitors to protect the natural environment, reduce litter and waste, and expand and preserve the local tree canopy. Recognized with numerous state and local awards, in 2022 the organization collected and properly disposed of over 68 tons of waste, planted over 1400 trees, and educated over 3400 individuals. To learn how to contribute to the work of Keep Nassau Beautiful visit [www.keepnassaubeautiful.org](http://www.keepnassaubeautiful.org).