

STATE OF NEW MEXICO
County of Luna

Joe “Oleo” Milo, Jr.
Chairman, District 1

Linda Smrkovsky
Commissioner, District 2



R. Javier Diaz
Commissioner, District 3

Charles “Tink” Jackson
County Manager

700 South Silver Avenue • Post Office Box 551 • Deming, New Mexico 88031
Telephone (575) 546-0494 Facsimile (575) 544-4293

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Contact: Matt Robinson, (575) 545-4627

Media Release

Thanks to strong community support and productive relationships with other agencies, Keep Luna County Beautiful has continued its streak of national recognition for its efforts.

In January, the program will be recognized for its litter prevention efforts by Keep America Beautiful. Luna County is one of only three programs in New Mexico slated to be recognized. Central New Mexico Community College and Tularosa are the other agencies in NM to be awarded.

“This award would not have been possible without the contributions of private citizens and other public agencies,” Joe Padilla, KLCB administrator, said. “There’s still work to be done, because unfortunately there are still people littering, but recognition like this shows we are moving in the right direction.”

Throughout fiscal year 2015 (July 2014 through June 2015), over 1,250 volunteers contributed nearly 6,300 volunteer hours to help make the program a success.

During that year, KLCB collected 124,780 pounds of litter, debris and bulky waste from roadsides and property throughout the county. Additionally, the program cleaned and beautified 110 miles of streets, roads and highways.

A partnership with the Bureau of Land Management helped clean an illegal dumping ground near Black Mountain, located north of town. And twice a year, community members come together for “Toss No Mas” cleanups that target the worst of roadside littering.

“Keep Luna County Beautiful is a model example of how government programs should work alongside the public to improve communities,” Chairman Joe “Oleo” Milo, Jr., of the Luna County Board of Commissioners, said. “Leveraging government resources with the guidance and hard work of community members is a win-win for everyone.”

In addition to picking up litter around the county, KLCB maintains a positive presence throughout the community with its decorated trash barrels and the recent addition of landscaping to the new Luna County Sheriff’s Office on J Street. The program also plays an important role in funding local volunteer programs, which can apply to be paid a stipend to pick up trash around the area. Local groups were paid nearly \$20,000 in stipends for their cleaning and beautification efforts throughout FY15.

For more information about KLCB, or to get involved, contact Padilla at (575) 543-6625.

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