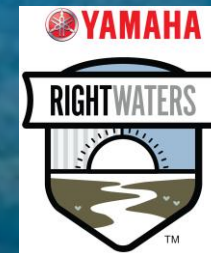


# Keep the TENNESSEE RIVER Beautiful

KEEP AMERICA BEAUTIFUL AFFILIATE

Your river. Your impact.

Supported by:









# OUR MISSION

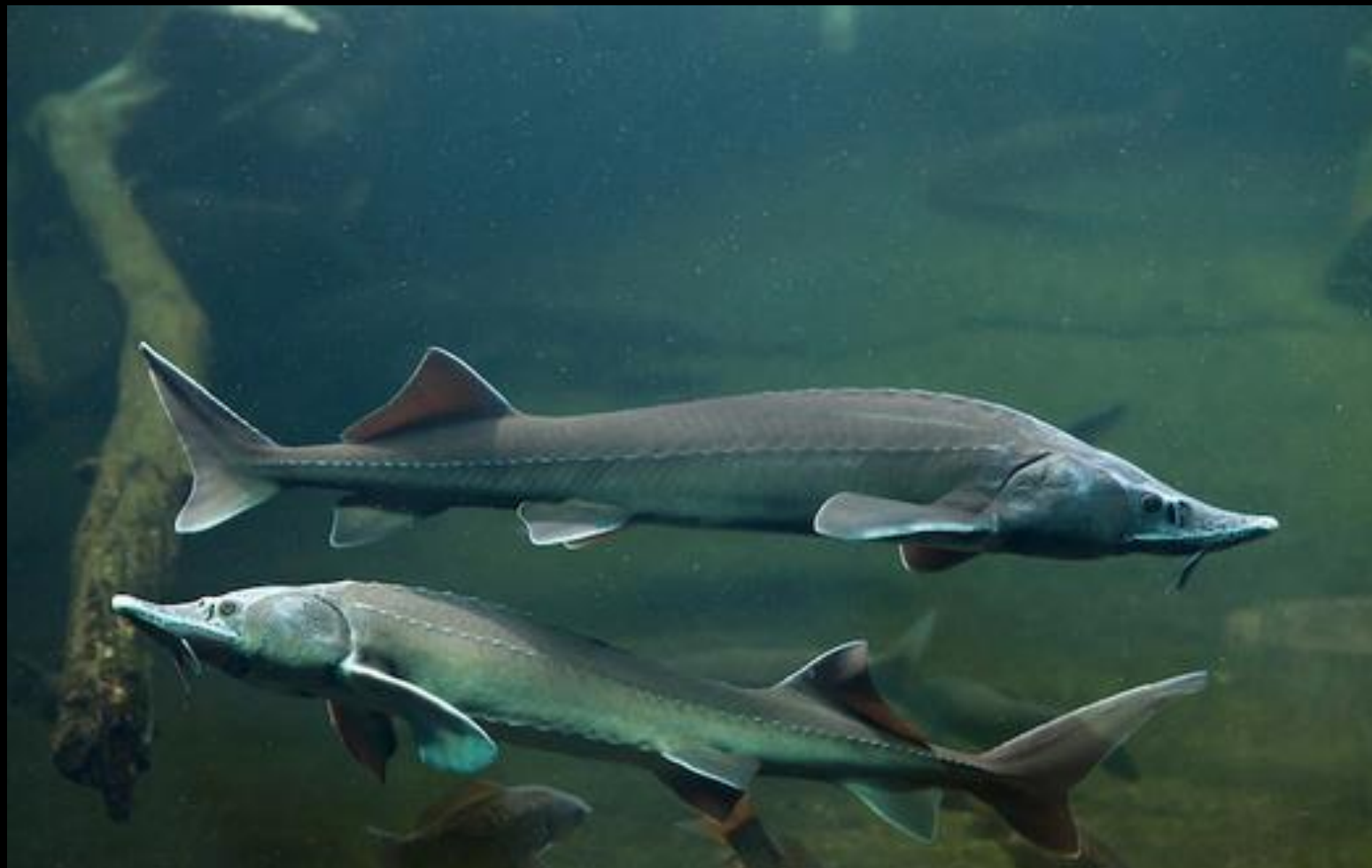
To educate and inspire people to take action to create a clean, healthy, beautiful Tennessee River for generations to come.





# NATURAL ASSET

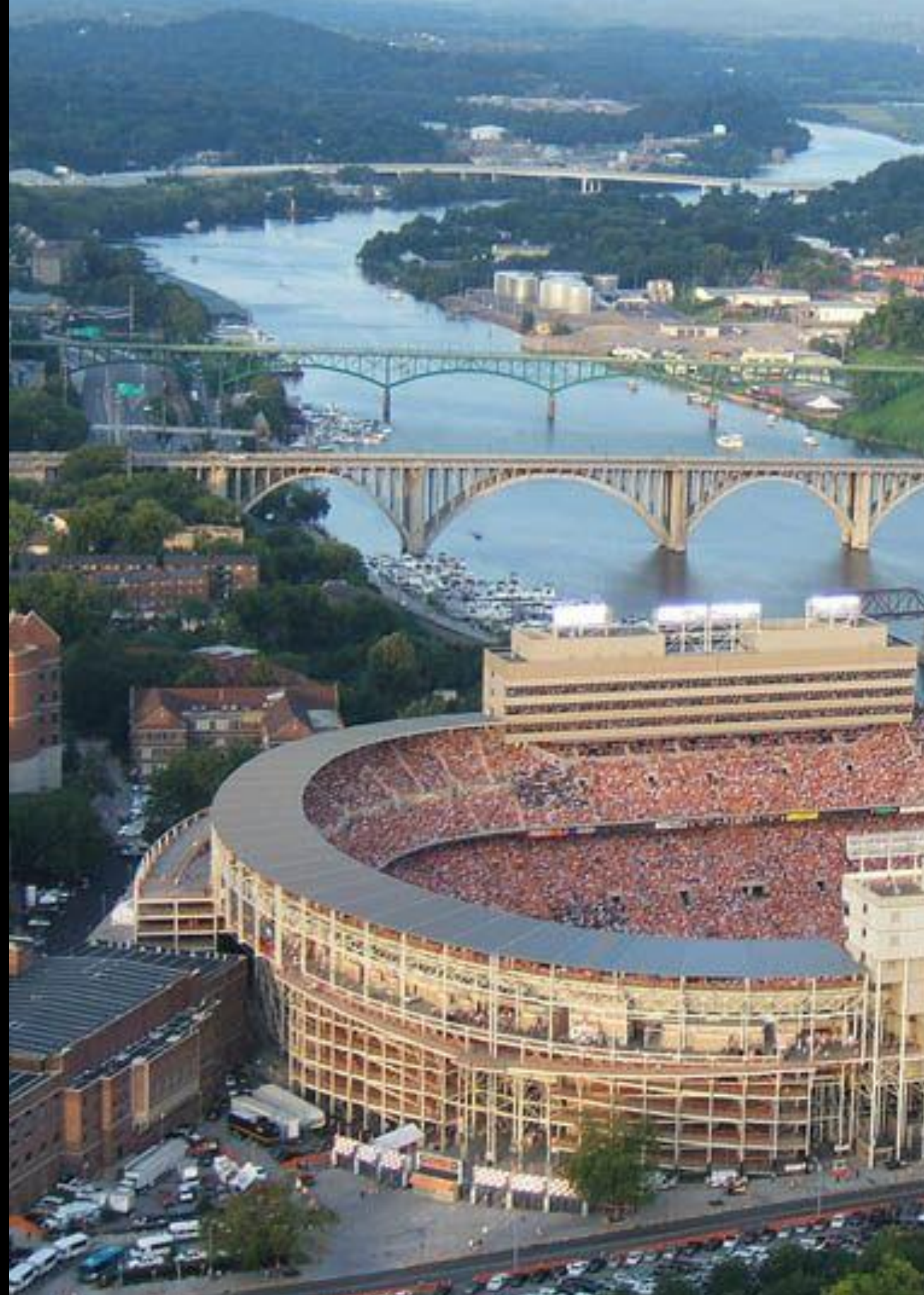
- 652 MILES OF RIVER
- SEVEN STATES  
(TN, AL, KY, MS, NC, VA, GA)
- 230 SPECIES OF FISH
- 125 SPECIES OF MUSSELS





## ECONOMIC DRIVER

- RECREATION INDUSTRY ON TVA LAKES HAS \$12 BILLION IMPACT
- \$1.035 BILLION IMPACT ON RESIDENTIAL/SHORELINE PROPERTY OWNERS
- \$400-\$500M SAVED ANNUALLY IN BARGE SHIPPING
- 50 MILLION TONS OF GOODS SHIPPED EACH YEAR
- TVA PROVIDES ELECTRICITY TO 10 MILLION PEOPLE VIA 154 POWER COMPANIES





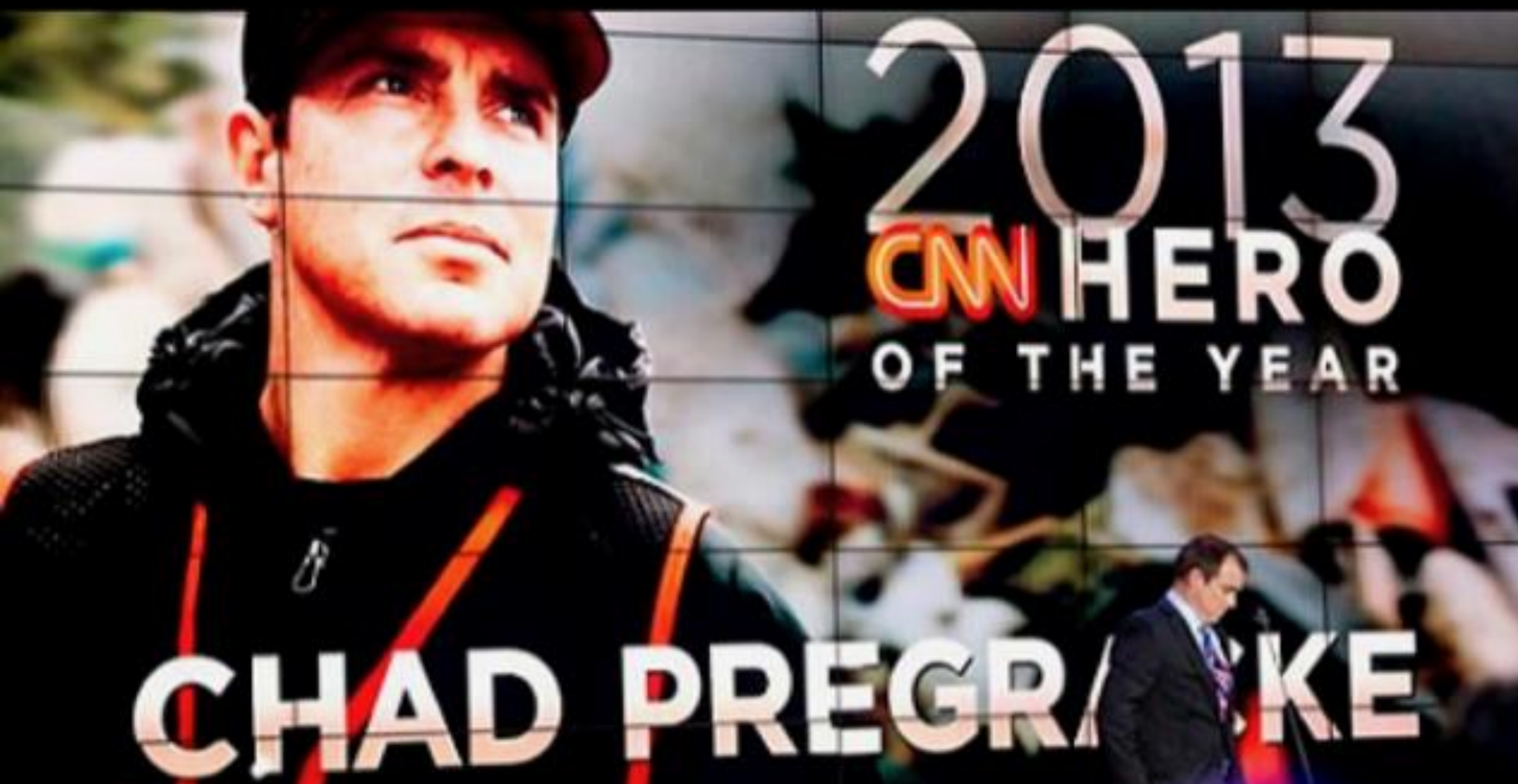
# ABOUT KEEP THE TENNESSEE RIVER BEAUTIFUL

- Began work in 2016
- 1<sup>st</sup> Keep America Beautiful affiliate to focus on a river
- 234 cleanups held
- 5,101 volunteers
- 963,841 lbs. of trash removed





HOW IT ALL STARTED





# 2015 TENNESSEE RIVER TOUR





# VOLUNTEER RIVER CLEANUPS













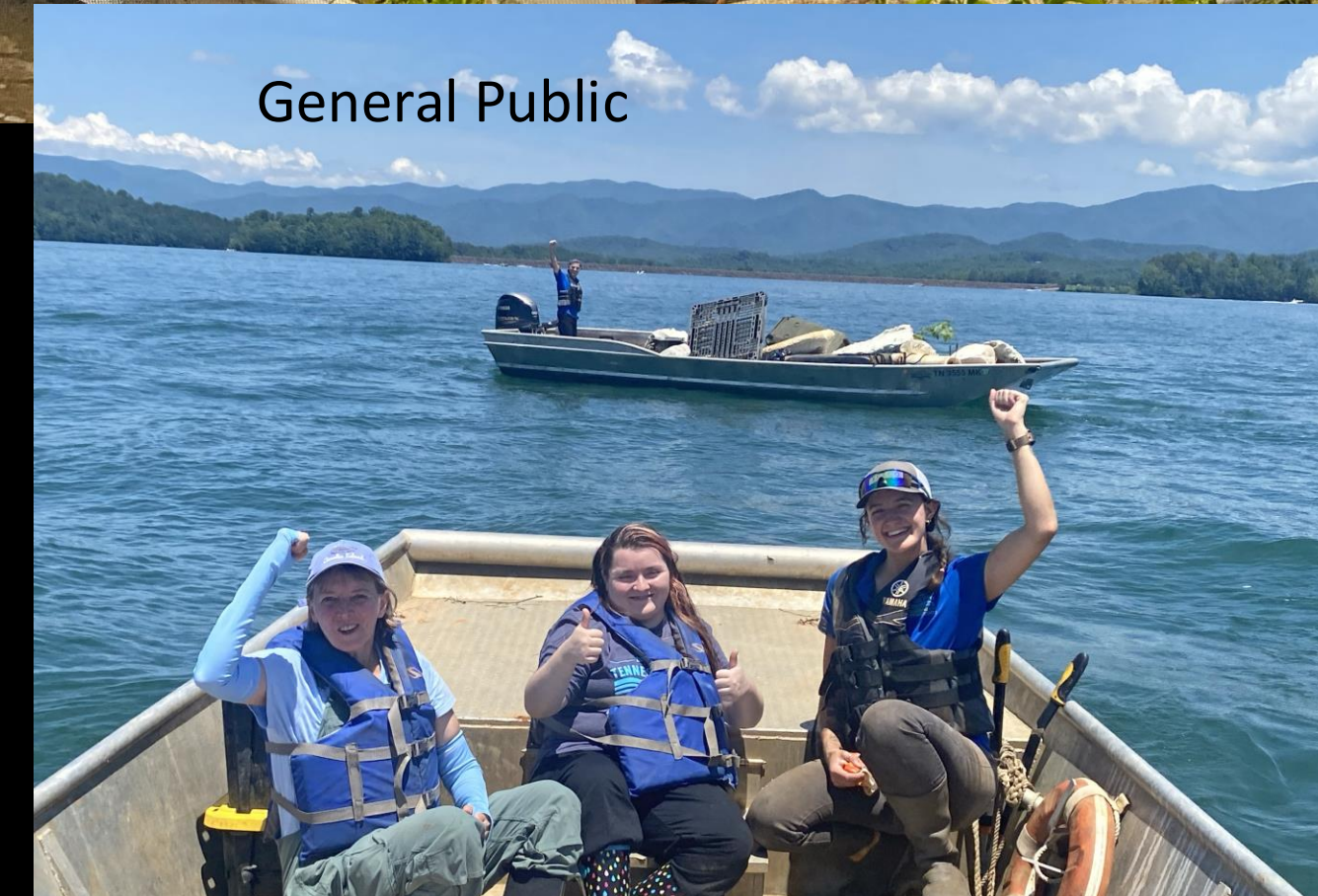
Youth Groups



Corporate Team Members



General Public



Sponsor employees + public





# VOLUNTEER RIVER CLEANUPS: WHAT ARE THEY AND WHY DO WE DO IT?





# VOLUNTEER RIVER CLEANUP STEPS

## 1. SCOUTING





# VOLUNTEER RIVER CLEANUP STEPS

## 2. PERMISSIONS





# VOLUNTEER RIVER CLEANUP STEPS

## 3. FIGURE OUT DISPOSAL





# VOLUNTEER RIVER CLEANUP STEPS

## 4. RECRUIT VOLUNTEERS & PARTNERS





# VOLUNTEER RIVER CLEANUP STEPS

## 5. SAFETY MEASURES





# VOLUNTEER RIVER CLEANUP STEPS

## 6. ACTUAL RIVER CLEANUP





# VOLUNTEER RIVER CLEANUP STEPS

## 7. TALLY YOUR TOTALS





# VOLUNTEER RIVER CLEANUP STEPS

## 8. EDUCATE AND INSPIRE

**RECORD  
BROKEN**

**MOST POUNDAGE REMOVED  
AT ONE CLEANUP:**

**28,696 lbs.**

CLAYTON HOMES WHITE PINE FACILITY  
DOUGLAS LAKE | 2.10.23





# CHANGING THE CULTURE

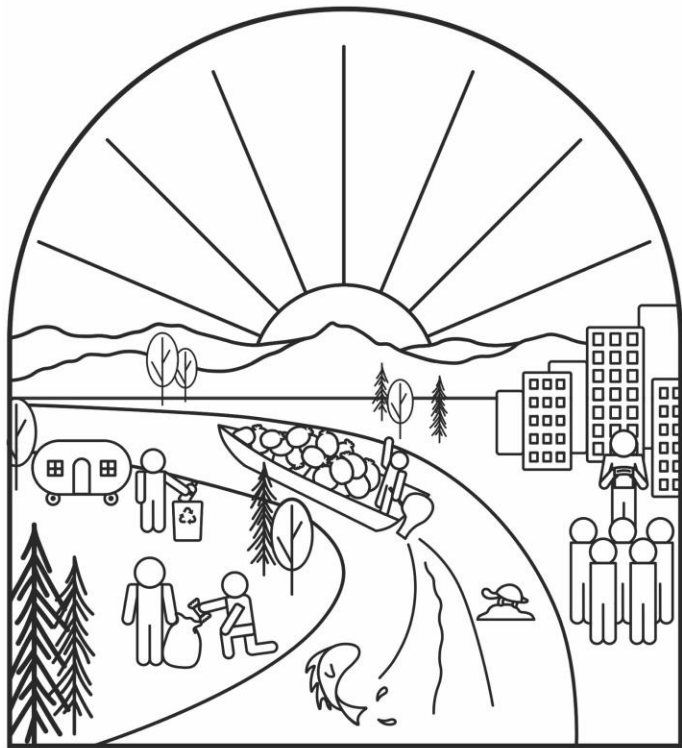




## Total Pounds of Trash Removed by Year





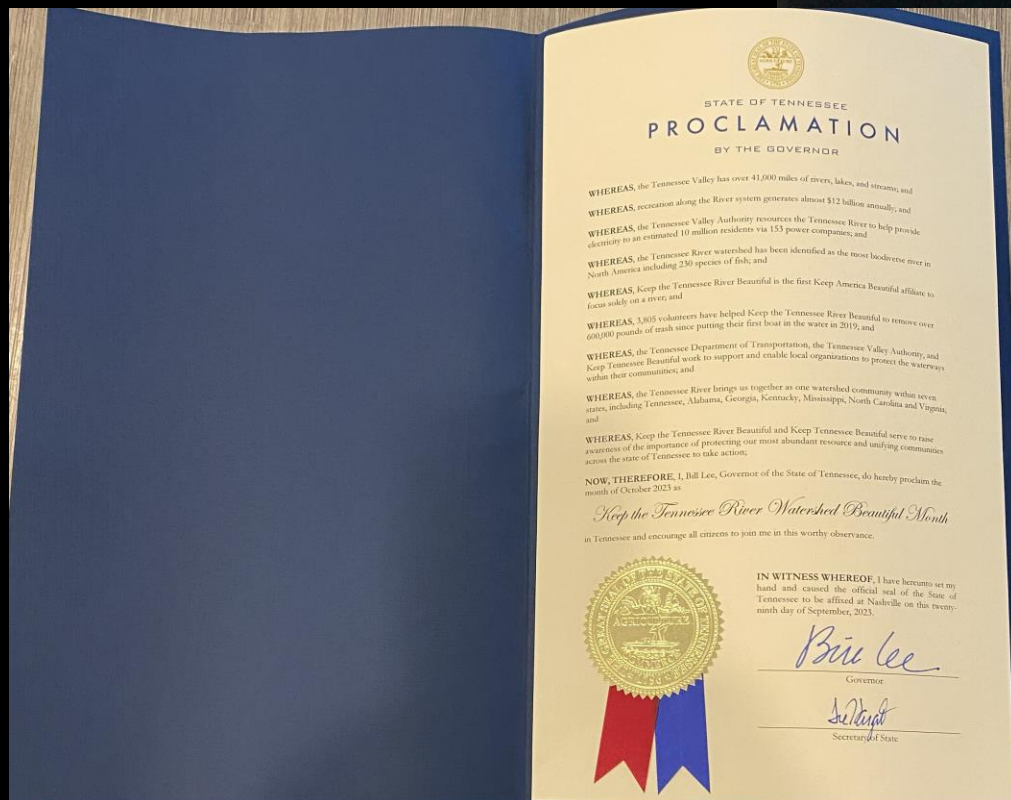


## KEEP THE TENNESSEE RIVER WATERSHED BEAUTIFUL MONTH

presented by

**TVA**

**TENNESSEE  
VALLEY  
AUTHORITY**







# Adopt a River Mile

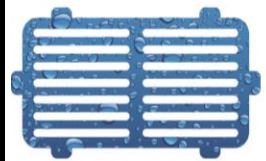
presented by **Publix**



- 263 miles adopted
- 287,200 lbs. of trash removed by adoptees
- Adoptees receive:
  - cleanup supplies
  - swag
  - Adopt a River Mile sign
- 2 cleanups a year



# adopt a storm drain



STORM DRAINS LEAD TO THE RIVER

- 87 storm drains adopted
- Adoptees receive:
  - cleanup supplies
  - swag
- Monthly storm drain cleanups





Make a pledge to stop using 1 single-use item for 1 year:

- Plastic Bottles: 156
- Styrofoam Cups: 82
- Plastic Straws: 537
- Plastic Utensils: 117
- Plastic Bags: 757



[www.KeepTNRiverBeautiful.org/pledge4rivers](http://www.KeepTNRiverBeautiful.org/pledge4rivers)





- Program launched in 2019
- 1,241 cigarette receptacles placed
- Dollywood 1<sup>st</sup> theme park in the world to recycle cigarette
- Every Tennessee state park campground and marina
- More than 846,610 cigarettes recycled since 2021



Volkswagen  
Chattanooga Facility



Dollywood



Marinas, Campgrounds  
& Other Businesses



Tennessee State  
Parks



Clayton Home Building  
Group Facilities

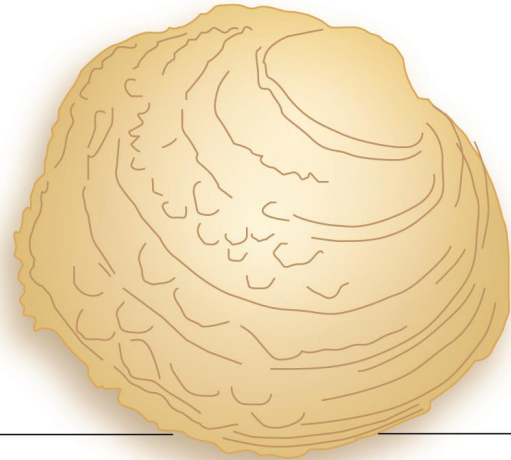


# SEABIN DEVICES



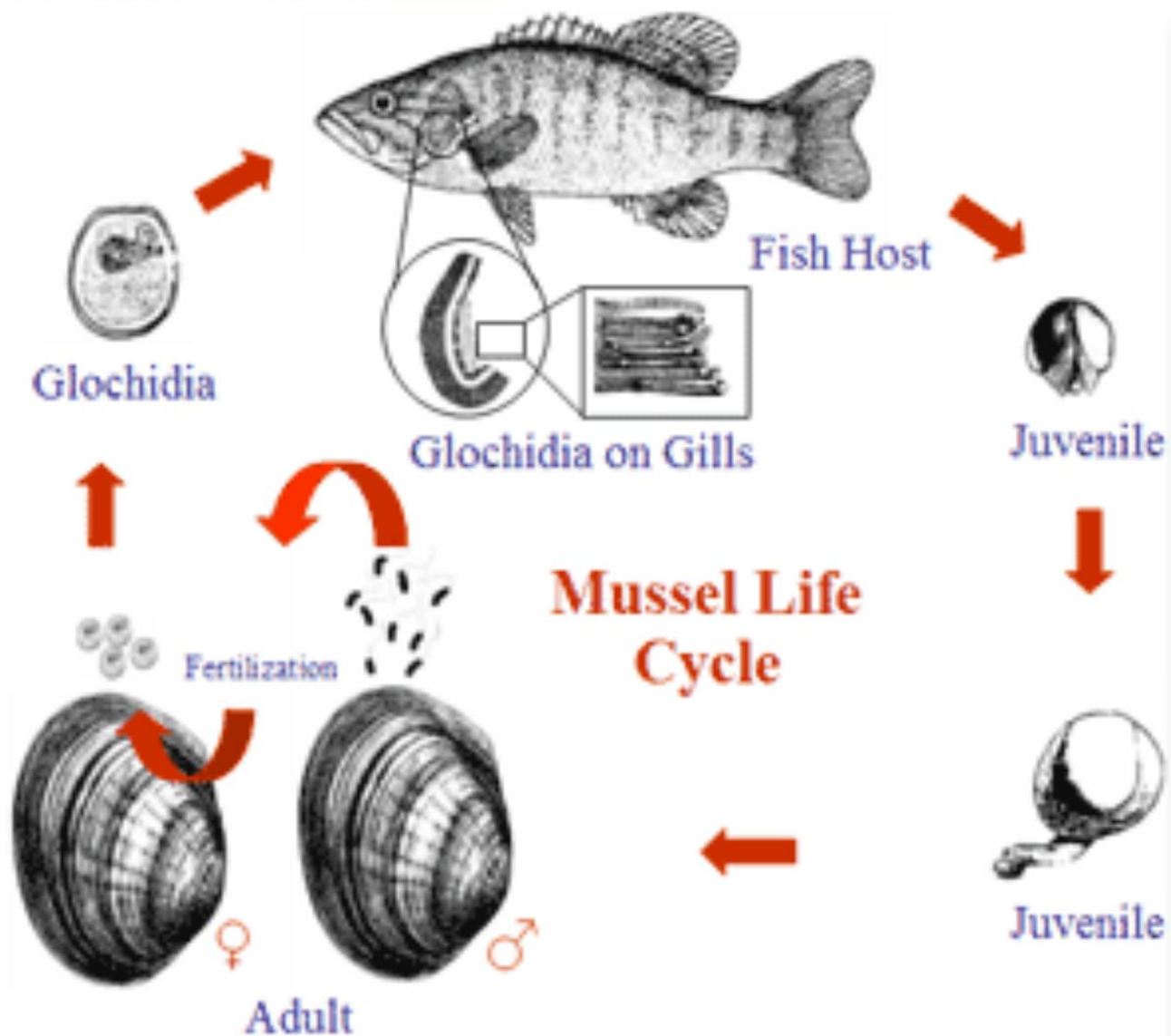


KEEP THE TENNESSEE RIVER BEAUTIFUL'S



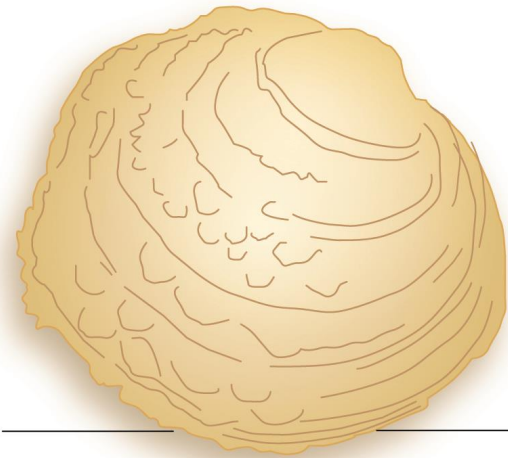
# Tennessee River MUSSEL MOVEMENT INITIATIVE

*Conserve. Inspire. Educate. Document. Value.*





KEEP THE TENNESSEE RIVER BEAUTIFUL'S



# Tennessee River MUSSEL MOVEMENT INITIATIVE

*Conserve. Inspire. Educate. Document. Value.*

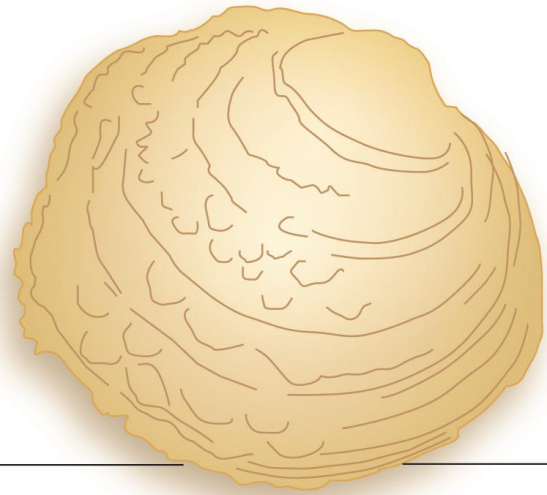
- 60 juvenile mussels placed
- 47,040 gallons filtered
- 784 gallons filtered/mussel

KEEP THE TENNESSEE RIVER BEAUTIFUL'S

adopt a  
MUSSEL







KEEP THE TENNESSEE RIVER BEAUTIFUL'S

# Tennessee River MUSSEL MOVEMENT INITIATIVE

*Conserve. Inspire. Educate. Document. Value.*







KEEP THE TENNESSEE RIVER BEAUTIFUL'S

# Tennessee River MUSSEL MOVEMENT INITIATIVE

Conserve. Inspire. Educate. Document. Value.



**BANKCLIMBER**  
(*Plectomerus dombeyanus*)

**Locations Found by KTnRB crew:**  
Tennessee River: Kentucky Lake



**WABASH PIGTOE**  
(*Fusconaia flava*)

**Locations Found by KTnRB crew:**  
Tennessee River: Kentucky Lake

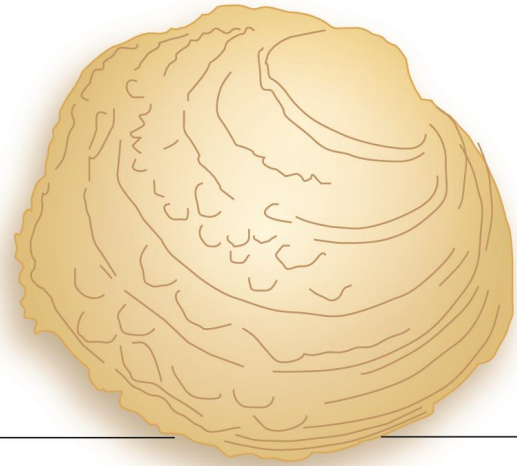


**PIMPLEBACK**  
(*Plethobasus cooperianus*)

**Locations Found by KTnRB crew:**  
Tennessee River: Fort Loudoun Lake, Kentucky  
Lake (live specimen found)

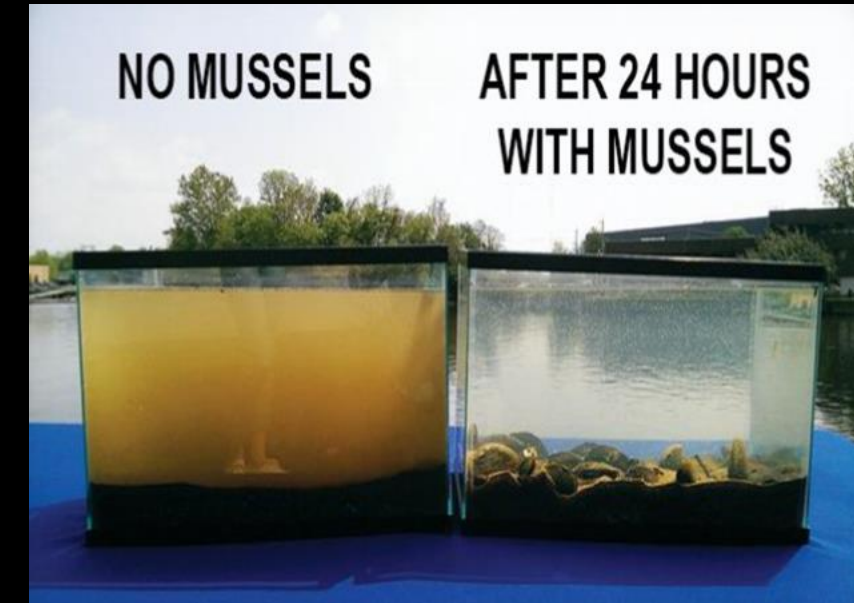


KEEP THE TENNESSEE RIVER BEAUTIFUL'S



# Tennessee River MUSSEL MOVEMENT INITIATIVE

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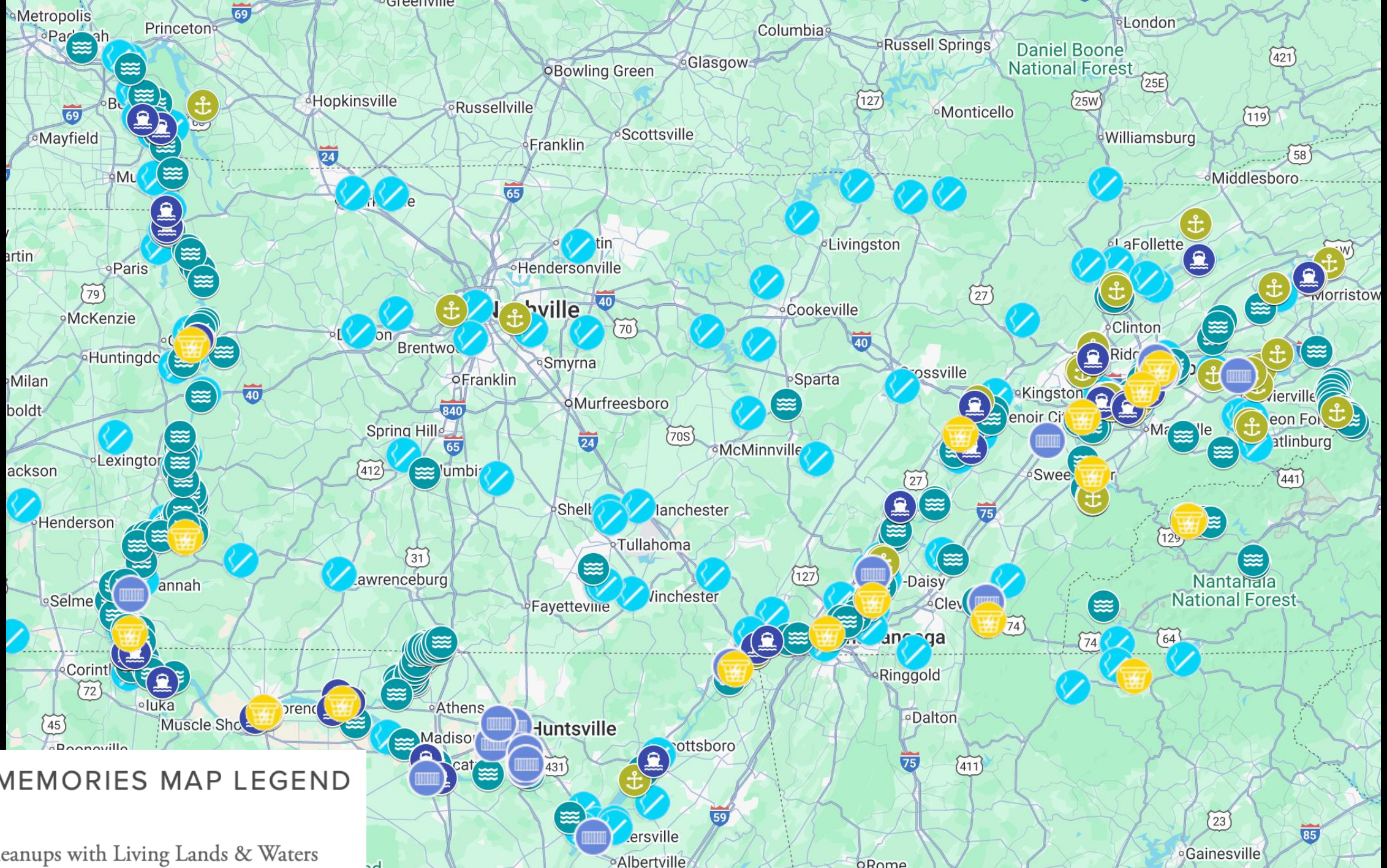


## The Value of a MUS\$SEL







Data from Dr. Michael McKinney  
Dept. of Earth, Environmental & Planetary Sciences  
University of Tennessee

- Cost to treat 1,000 gals of wastewater: \$10 = \$.01/gal
- Average mussel can filter ~ 10 gallons/day
- Lifespan of some mussel species: 100 years
- 10 gals/day x 36500 days) = 365,000 gals filtered
- 365,000 gals x 0.01 \$/gal = \$3,650 in a lifetime
- For 50-year lifespan = \$1,825
- So, the loss of 1 billion mussels = loss of  
\$1,825,000,000,000 = \$1.825 trillion
- World economy last year ~ \$100 trillion





## CLEANUP MEMORIES MAP LEGEND

-  Major Cleanups with Living Lands & Waters
-  Community Cleanups Supported by KTNRB
-  Adopt a River Mile Cleanups
-  Adopt a Storm Drain Cleanups
-  Art-Wrapped Cigarette Receptacles
-  Seabin Devices (Electric Litter Skimmers)



THE FUTURE IS BRIGHT...







22 TN 8500 GP



Keep the  
**TENNESSEE RIVER**  
Beautiful  
KEEP AMERICA BEAUTIFUL AFFILIATE

[www.KeepTNRiverBeautiful.org](http://www.KeepTNRiverBeautiful.org)

