



## Six Free Environmental Programs Now Open to Communities Along Oklahoma's Route 66

FOR IMMEDIATE RELEASE

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**OKLAHOMA CITY, OK** (JULY 3, 2025) — Keep Oklahoma Beautiful is celebrating 100 years of Route 66 with a new program called Keep Route 66 Beautiful. This program includes six free ways for communities near Route 66 to clean up, restore, and take care of the land.

If your town is within 25 miles of Route 66, you can apply. **All programs are free**— you just need a team that's ready to help and follow a few simple steps. The program is supported through the Oklahoma Route 66 Revitalization Grant Program and aims to bring pride and care to every town along the highway.

"This isn't just about honoring the past—it's about investing in the future of every town along Route 66," said Evelyn Schaefer, Executive Director of Keep Oklahoma Beautiful. "We're empowering our neighbors to take care of their communities and show pride in where they live."

### Six Ways to Keep Route 66 Beautiful:

- **Plant** – Get 5 free Caddo Sugar Maple trees, signs, mulch, and help to plant a "Centennial Grove"
- **Paint** - Apply through Paint Oklahoma Beautiful to get free exterior paint and supplies to fix up a public space
- **Pick Up** – Plan a local litter cleanup with help from KOB
- **Purge & Protect** – Collect hard-to-dispose of items like chemicals, electronics, paint, batteries, and more to stop pollution and illegal dumping
- **Pollinate** – Plant a 10'x10' butterfly garden to help pollinators, with support from Okies for Monarchs
- **Propose** - Have your own idea? Send it in! KOB wants to hear what your town needs.

All these programs are free. Some projects need a short report or a plan to keep things going. Applications opened July 1, 2025, and each program has a different deadline.

**Anyone in Oklahoma can apply** – if the project is **within 25 miles of Route 66**. That includes schools, churches, towns, tribes, clubs, and individuals.

Learn more and apply at: [www.keepok.org](http://www.keepok.org)

Access flyers and promotional materials here: [Keep Route 66 Beautiful Materials](#)

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