

Americans Delve Deep For 'Give And Gain'

(NAPS)—This spring, tens of thousands of Americans will dig deep into their closets—and deeper into their hearts—as they take part in what is anticipated to be one of the nation's largest clothing drives.

Give and GAIN: The GAIN Clothes America Campaign, which



kicks off in April and runs through May, is part of Keep America Beautiful's annual Great American Cleanup™.

In addition to keeping clothing out of local landfills, the collection will ensure that families in need have access to enough clean and gently used clothes.

Children's clothes and men's and women's business attire are especially needed. Give and Gain collection bins will be located at participating grocery stores and local Great American Cleanup™ events. The clothes will be donated to shelters and clothing bank organizations within each local community.

The Great American Cleanup™ is a grassroots beautification, litter prevention and community improvement program that takes place across the country.

"This is a wonderful way to recycle clothing and reach out to others," said Raymond Empson, president of Keep America Beautiful.

The clothing collection is sponsored by GAIN®, a Procter & Gamble laundry detergent brand.

"We are proud that this effort will unite the nation behind helping families in need and keeping clothing out of landfills," said Jeff Hacias, brand manager for GAIN.

To find out how you can take part in the Give and GAIN clothing collection, visit www.kab.org.