



NEWS RELEASE

Keep Virginia Beautiful Throws Down a Pickup Challenge with Annual “Shiver” Fundraising Event

Richmond, Virginia (February 2021) – Keep Virginia Beautiful (KVB) has opened registration for [Shiver in Virginia](#), a reimagined version of its annual Shiver in the River festival that has been KVB’s largest annual fundraiser since 2015. This year’s initiative is designed to be COVID-safe and give people more choice in how they can contribute to the beautification of their communities. Shiver in Virginia runs from February 27th until March 31, 2021.

“We’re taking Shiver in the River statewide this year,” said Mike Baum, Executive Director of Keep Virginia Beautiful. “We want people to be proud of their communities and the challenge is all about getting outside and making a difference – and influencing others to do the same, at a safe social distance.”

Participants engage in activities including litter cleanups, recycling, trail cleaning, graffiti removal and other good deeds. For a small and impactful donation of \$20.21, participants will receive a free Virginia State Parks parking pass, with no expiration date. Participants will also have access to the KVB Mission Challenge website, where they can map the collective progress on the 2,021 mile path across the state. With each act reported, participants will be entered into drawings for additional prizes.

Keep Virginia Beautiful is challenging participants to share their pictures, contributions and successes with others on social media. Help spread the word using the hashtag #shiverinvirginia.

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The mission at Keep Virginia Beautiful is to engage and unite Virginians to improve our natural and scenic environment. We believe in a shared responsibility to end littering, improve recycling, and beautify communities.

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Images: [Shiver in Virginia logo](#)
[Keep Virginia Beautiful Volunteer](#)

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