

Keep Tampa Bay Beautiful and Burrito Brands Incorporated Partner to Revolutionize Litter Cleanups

Tampa, FL - Keep Tampa Bay Beautiful, a Keep America Beautiful affiliate, has teamed up with Burrito Brands Incorporated (the makers of the patented, reusable year-round yard waste collection bag Leaf Burrito) to introduce a game-changing solution for community cleanups hosted by affiliates across the nation: the **Basura Burrito Clean Up Kits**. These reusable, American-made durable mesh bags offer a sustainable alternative to single-use plastic bags and cumbersome 5-gallon buckets, making litter collection more efficient, comfortable, and environmentally friendly.

A Smarter, Greener Solution

Leaf Burrito initially gained popularity as a reusable solution for yard waste collection. Its durable, zippered mesh design for homeowners and landscapers has now been adapted for litter cleanups on land and in water, providing an innovative tool for environmental volunteers. When Burrito Brands CEO Marc Mataya attended the annual Keep America Beautiful conference, he posed the question, “why are we cleaning up plastic with plastic?” Each Clean Up Kit includes twenty-five smaller reusable bags nested inside a lined tote, offering compact storage and easy transportation to and from cleanup events. The tote itself is also usable for litter collection of bulkier trash.

The Benefits of Basura Burrito Clean Up Kits

For Keep America Beautiful affiliates, these Clean Up Kits provide numerous advantages:

- **Eliminates plastic waste:** Stops cleaning up plastic with additional plastic bags that go into the landfill.
- **Reusable and durable:** Each Burrito can be used repeatedly during a single cleanup session and is designed to be kept and reused forever. Simply rinse as needed and hang to dry.
- **Comfortable and ergonomic:** Rubber grip handles make them easy to carry, even for children using the smaller sized version, and they include a waterproof liner on just the inside panel, keeping liquids away from the body and allowing visibility and easy rinsing.

- **Safer and more practical than buckets:** Unlike rigid 5-gallon buckets, Burritos don't cause bruising, sore hands, or take up excessive space for storage. Buckets also hold liquids, making them breeding grounds for mosquitoes or mold if they're not emptied properly.
- **Visibility via the mesh design:** Volunteers can see how full their bags are and maximize capacity versus plastic bags that are typically only partially filled.
- **Compact and easy to store:** Kits fit neatly in any car, eliminating the need for large storage areas or large vehicle trunks to transport the kits. Kits are easily manageable by coordinator individuals responsible for outfitting volunteers.
- **Quick and accurate weighing:** The built-in handles allow for easy weighing, providing precise data on litter collected. A key performance indicator for affiliates is to weigh the amount of litter collected at events.
- **Custom-branded:** The bags include custom branding of KAB affiliate and sponsor logos which helps create volunteer event notoriety and recognition.

A Successful Start

The first cleanup event utilizing Basura Burrito Clean Up Kits took place in December of 2024 in Tampa, FL, and volunteers were instantly impressed. One participant raved, "once we started using them, we realized how easy they are." The benefits became clear quickly, with volunteers preferring Burritos over traditional plastic bags and buckets.

The Basura Burrito's thoughtful design has made it especially useful for water-based cleanups. Volunteers attach the smaller Burrito bags to their kayaks, allowing them to collect litter without retaining excess water weight. The mesh construction enables drainage, making on-the-water cleanups more practical and efficient.

Impact and Future Goals

Keep Tampa Bay Beautiful has already seen an incredible impact, with over **23,000 volunteers** helping to remove more than **250,000 pounds of litter** from the Tampa Bay area. The hope is that this initiative will inspire other Keep America Beautiful affiliates to adopt Basura Burrito Clean Up Kits, further reducing plastic waste and improving cleanup efforts nationwide.

Burrito Brand's ability to listen to customer needs and develop practical, sustainable solutions has led to this groundbreaking innovation. With continued adoption, this partnership is set to make a lasting difference in the fight against litter, one Basura Burrito Clean Up Kit at a time.

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Leaf Burrito® is a reusable yard-debris tool made of customized industrial-grade mesh, heavy-duty YKK® zippers and YKK TapeCraft® webbing handles and pulls. Leaf Burrito's goals are to reduce single-use plastic and paper bags and tarps, to make the arduous task of bagging leaves, weeds, grass, hedge and garden clippings (and now litter) a simple and eco-friendly experience, and to beautify our environment.

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Photo Captions:

Page 4 – A volunteer uses a Basura Burrito Clean Up Kit bag to collect vegetation.

Page 5 – A clean-up crew shows off their Basura Burrito bags.

Page 6 – A Basura Burrito bag ready to get to work.

Page 7 – A volunteer demonstrates the two sizes available for Basura Burrito Clean Up Kits. The smaller size is popular for children and elderly volunteers.







