**Keep Mobile Beautiful—Our Mission:**

To motivate Mobilians to take greater individual responsibility for the improvement of their community environment. KMB has three main areas of focus which are recycling, litter prevention and beautification.

*Keep Mobile Beautiful is an affiliate of the national Keep America Beautiful System.*

**Mobile's Azalea Trail History**

The azalea bush has a shallow root system, but the roots of Mobile's Azalea Trail are deep. In 1928-29 the Mobile Junior Chamber of Commerce, known now as the Mobile Jaycees, sold azalea bushes on downtown streets. The Azalea Trail project was suggested by Sam Lackland and was headed by Marion Draughton. The citizens of Mobile were encouraged to plant azaleas in their yards and along the local streets. It was truly a community project.

The Azalea Trail was chartered in 1933. In 1938, over 5000 cars, carrying about 25,000 people, toured the then 17 mile Trail. By 1940, Mobile's Azalea Trail attracted 100,000 visitors. The Lions Club planted the medians of Spring Hill Avenue in 1941 which are now being revitalized by Keep Mobile Beautiful. In 1972, Mobile began to paint the "pink line" to designate the Trail. The Azalea Trail Run began in 1978.

The Azalea Trail and its celebrations have changed. It expanded in lean years and what was written in 1938 still rings true, "economic disaster sometimes seemed not far away…the Azalea Trail was lovingly developed by a city with profound sense of the beautiful and a splendid talent for community endeavor.” In Chinese culture, the azalea is known as "thinking of home bush.” Anyone from Mobile can certainly agree. Mobile County is a major national supplier of azaleas in the United States, so Keep Mobile Beautiful encourages Mobilians to "Rethink the Pink" and again invite visitors to see how Mobile is "Pretty in Pink.”

**Azalea Trail Maids**

Mobile's Junior Chamber of Commerce, now known as the Jaycees, chartered the first court of maids in 1935, soon after the Azalea Trail began. Early maids numbered only ten which were debutantes and Mardi Gras royalty. In the late 1940's a radio singing star and a Mexican movie star served as queens. In 1950, Azalea Trail maids first wore the antebellum dresses with which they are now associated. In the 50's for seven years Miss America served as queen along with kings and dandies. The Junior Chamber realized that not only were Mobilians participating, so were girls from other states. It was decided to create a national program called the America’s Junior Miss Pageant, now renamed Distinguished Young Women. Mobile high school seniors began to again reign as queen in 1958. There have been 50 maids in the court yearly since 1965.

The Maids serve as “Official Ambassadors” for Mobile. They greet many visitors, so they must be knowledgeable of the history and local landmarks. They provide information about the Mobile area and are true symbols of southern hospitality.

**Invest in Mobile’s Heritage: Purchase an Azalea Trail Bond**

With your help through the purchase of a bond, we can restore major thoroughfares by planting thousands of new azaleas, trees and shrubs that enhance the visual quality of life in Mobile. Azaleas are $20 each. Decide on quantity desired and send your check (marked for the Azalea Trail) payable to Keep Mobile Beautiful to:

Keep Mobile Beautiful
2029B Airport Blvd Ste 230
Mobile, Al 36606

You’ll receive a letter from Keep Mobile Beautiful recognizing your contribution. You can also buy an Azalea Trail Bond in honor or in memory of a friend or loved one.

Call 251-444-7144 for more information.
environment. KMB has three main areas of focus which invite visitors to see how Mobile is "Pretty in Pink. "

With profound sense of the beautiful and a splendid talent away…the Azalea Trail was lovingly developed by a city.

Mobile Beautiful. In 1972, Mobile began to paint the "pink Trail One          Historic District Trail

1. Cooper Riverside Park
2. GulfQuest Maritime Museum
3. Gulf Coast Explorium Science Center & IMAX
4. History Museum of Mobile
5. Fort Conde Museum
6. Phoenix Fire Museum
7. Mardi Gras Park (Site)
8. Alabama Cruise Terminal
9. Mobile Carnival Museum
10. Spanish Plaza
11. Chamber of Commerce
12. British Park
13. Ben May/Main Library
14. Bienville Square
15. The Mobile Saenger Theatre
16. Cathedral Square
17. Arthur Outlaw Convention Center
18. Mobile Civic Center
19. GM&O Building
20. Church Street Graveyard
21. Oakleigh Historic Complex
22. Washington Square
23. Metro Mobile Recycling Drop-Off Center
24. Ronald McDonald House
25. Geri Moulton Children's Park
   (USA Children's and Women's)
26. Bragg/Mitchell House
27. Visitation Monastery
28. The Cannon
29. Memorial Park
30. Ladd-Peebles Stadium
31. Public Safety Memorial Park
32. Unity Point Park
Keep Mobile Beautiful is an affiliate of the national Keep America Beautiful System and is committed to recycling, litter prevention, and beautification. To motivate Mobilians to take greater individual responsibility, visitors can see how Mobile is "Pretty in Pink." Mobile County is a major national supplier of azaleas with a profound sense of the beautiful and a splendid talent for enjoying beauty. The Azalea Trail has changed since its founding in 1933. In 1938, over 100,000 visitors came to see Mobile's Azalea Trail. The Azalea Trail project was suggested by Sam Lackland and the Junior Chamber of Commerce, known now as the Mobile Area Chamber of Commerce. The private Azalea Trail Run began in 1978, and the Pink Line was designated by the city to designate the Trail. The Azalea Trail Run began in 1978. Mobile Beautiful began planting the pink line in 1972, and the Azalea Trail was lovingly developed by a city employee. The Azalea Trail was chartered in 1933. In 1938, over 100,000 visitors came to see Mobile's Azalea Trail. The azalea bush has a shallow root system, but the roots spread out and add beauty to the surrounding area. To enhance the visual quality of life in Mobile, we can restore major thoroughfares by planting azaleas. With your help through the purchase of a bond, we can plant azaleas around major thoroughfares. You can pay for a bond of any denomination of $10 or more. Decide on the quantity desired and send your check (marked for the Azalea Trail) payable to Keep Mobile Beautiful to: Keep Mobile Beautiful–Azalea Trail Bonds 216 Government St., Suite 439 Mobile, AL 36602. You'll receive a letter from Keep Mobile Beautiful recognizing your contribution. You can also buy an Azalea Trail bond. A bond is $10 each. Decide on the quantity desired and send your check (marked for the Azalea Trail) payable to Keep Mobile Beautiful to: Keep Mobile Beautiful–Azalea Trail Bonds 216 Government St., Suite 439 Mobile, AL 36602. You'll receive a letter from Keep Mobile Beautiful recognizing your contribution. You can also buy an Azalea Trail bond. A bond is $10 each. Decide on the quantity desired and send your check (marked for the Azalea Trail) payable to Keep Mobile Beautiful to: Keep Mobile Beautiful–Azalea Trail Bonds 216 Government St., Suite 439 Mobile, AL 36602. You'll receive a letter from Keep Mobile Beautiful recognizing your contribution. You can also buy an Azalea Trail bond. A bond is $10 each. Decide on the quantity desired and send your check (marked for the Azalea Trail) payable to Keep Mobile Beautiful to: Keep Mobile Beautiful–Azalea Trail Bonds 216 Government St., Suite 439 Mobile, AL 36602. You'll receive a letter from Keep Mobile Beautiful recognizing your contribution. You can also buy an Azalea Trail bond. A bond is $10 each. Decide on the quantity desired and send your check (marked for the Azalea Trail) payable to Keep Mobile Beautiful to: Keep Mobile Beautiful–Azalea Trail Bonds 216 Government St., Suite 439 Mobile, AL 36602. You'll receive a letter from Keep Mobile Beautiful recognizing your contribution.
Azalea Trail History

The Azalea Trail was chartered in 1933. In 1938, over 50,000 azaleas were planted along the local streets. It was truly a community project. The Azalea Trail project was suggested by Sam Lackland and the National Junior Chambers of Commerce, known now as the Mobile Jaycees, sold azaleas bushes on downtown streets. The Azalea Trail Bond in honor or in memory of a friend or loved one.

They greet many visitors, so they must be knowledgeable of the area. The Maids serve as "Official Ambassadors" for Mobile.

The Azalea Trail and its celebrations have changed. It expanded in lean years and what was written in 1938 still rings true, "economic disaster sometimes seemed not far away, but Mobileians continued to plant azaleas!"

Azaleas are $10 each. Decide on quantity desired and send your check (marked for the Azalea Trail) for more information.

17. Arthur Outlaw Convention Center
18. Mobile Civic Center
19. Mobile Sports Complex
20. Church Street Graveyard
21. Mobile Theatre
22. Washington Square
23. N. Catherine Ln.
24. Ronald McDonald House
25. Geri Moulton Children's Park
26. Bragg/Mitchell House
27. Visitation Monastery
28. N. Water St.
29. Public Safety Memorial Park
30. Ladd-Peebles Stadium
31. Public Safety Memorial Park
32. Unity Point Park
33. Food Court of Azalea Trail
34. Disk Golf
35. Spring Hill College
36. Spring Hill College
37. The Playhouse-in-the-Park
38. Charles Wood Japanese Garden
40. Cooperative Riverbank Park
41. Spring Hill College
42. University of South Alabama
43. University of South Alabama
44. Winter Garden
45. Trail Three
46. Heron Lakes Country Club
47. Environmental Studies Center
48. Cottage Hill Park

Azalea Bushes are available through January 31st. To find out where to purchase azaleas bush, call the Azalea Trail office at 251-208-6029.