



### **Ebby Halliday & Maurice Acers Business/ Industry Award**

Recognizes businesses with sound environmental principles supporting the Keep Texas Beautiful mission.

- Locally Owned
- State/National
- Innovation Award

### **Civic Organization Award**

Recognizes contributions by civic organizations supporting the KTB mission.

- Project
- Program

### **Government Award**

Recognizes outstanding contributions to the Texas environment made by government departments, divisions or agencies.

- City
- County
- State
- Regional
- Military

### **Media Award**

Recognizes the public awareness and education efforts of media in supporting environmental issues.

- Print (includes newspaper or magazine)
- Daily
- Weekly
- Monthly
- Electronic (includes radio, cable, website and PSA)

### **Important Dates**

The reporting period is January 1 - December 31, 2011, unless otherwise specified.

All KTB award applications must be submitted online by 5 p.m., Friday, February 17, 2012.

*Late, emailed, mailed or faxed entries will be disqualified.*



### **Criteria**

As part of the written summary, answer all questions below; direct your responses to the appropriate award category, where applicable, and address accomplishments between January 1 and December 31, 2011.

- Provide a profile of the applicant or applicants including statistics that may be applicable to the award category. *5 points*
- Describe the project or program, including leadership efforts required to accomplish the project and impact on the community. Describe unique and/or innovative ways the applicant went above and beyond. *40 points*
- Describe project(s) in each area of litter prevention, community improvement, beautification, solid waste management and/or environmental education. Include number of participants/volunteers, hours donated and/or other statistical information related to the award category. *40 points*
- Describe actions that support the KTB mission “to educate and engage Texans to take responsibility for improving their community environment.” *5 points*
- Supplemental materials will be used to substantiate the responses in your written summary. Upload 5-10 items, including items such as newspaper articles, letters of recognition, photographs, awards and printed brochures. *10 points*

### **Application Fee**

In order to be processed, each entry must include a \$10 application fee in the form of cash, check or credit card. Credit card payments may be submitted online; please make checks payable to Keep Texas Beautiful. Payment must arrive at the KTB office by 5 p.m. on February 17, 2012.

### **Awards Announcement & Presentation**

Award winners will be posted on the KTB website ([www.ktb.org](http://www.ktb.org)) by 5 p.m., Monday, March 5, 2012. All award applicants will be recognized at the 45th Annual Keep Texas Beautiful Conference held June 25-28, 2012, in San Antonio.