



For Immediate Release – June 3, 2009  
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## **KTB 'Greens' Houston; Arrives for Annual Conference**

*Neighboring communities to receive TxDOT landscape grants*

(Houston, Texas) – Keep Texas Beautiful, Texas' premiere grassroots environmental organization, will be descending on Houston June 8-11 to hold its 42<sup>nd</sup> Annual Conference. KTB, which has over 360 statewide affiliate communities, has chosen the Houston Marriott Westchase as the venue for this annual event, which brings together an array of community leaders, city officials, educators and young adults, all of whom are committed to making Texas the cleanest, most beautiful state in the country.

With more than 30 individual breakout sessions covering topics as varied as social marketing for non-profits, recycling and litter prevention, fundraising, and product stewardship, KTB's annual conference will offer something for everyone.

"Keep Texas Beautiful and its various affiliates have been committed to beautifying Texas for more than 40 years," said Cathie Gail, KTB's executive director. "We're excited to be in Houston this year and have the opportunity to take advantage of a strong volunteer network, diverse environmental landscape and exhilarating city."

In addition to the array of educational sessions and keynote speakers, the winners of the Governor's Community Achievement Awards will also be recognized. This prestigious annual award acknowledges nine Texas communities who best show a commitment to environmental activism. Three communities that neighbor Houston will be awarded this year – Navasota, which is in Grimes County, and Alvin and Richwood, both in Brazoria County. The Texas Department of Transportation will bestow landscape grants to all nine GCAA winners that total \$1 million; this ceremony will take place Thursday, June 11.

To see a full schedule of presenters, sessions and events, visit to [www.ktb.org](http://www.ktb.org).

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**Keep Texas Beautiful**, a statewide grassroots environmental and community improvement nonprofit, strives to educate and engage Texans to take responsibility for improving their community environment. KTB and its more than 360 community affiliates work with government, businesses, civic groups and volunteers to ensure that every Texan has the opportunity to make Texas the cleanest, most beautiful state in the nation.

For more information on programs and events, call 1-800-CLEAN-TX or visit [www.ktb.org](http://www.ktb.org).

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***Logos and Speaker Pictures Available Upon Request***

**What:** Keep Texas Beautiful 42nd Annual Conference – ‘You Are an Essential Piece’

**When:** Monday, June 8 – Thursday, June 11

**Where:** Houston Marriott Westchase, Houston

2900 Briarpark Dr.

Houston, TX 77042

**Highlighted Topics:**

- “Keeping America Beautiful: How Beautification Can Provide a Safe Travel Destination & Economic Development,” by tourism expert Dr. Peter Tarlow
- “Buyer Beware: How to Avoid Being Greenwashed,” with Ted Burton, VP of Enviromedia Social Marketing
- Neighborhood beautification
- Plastics and e-waste recycling
- Progressive code enforcement
- Community gardens with REAL School Gardens
- Practical fundraising ideas
- GCAA Gala Dinner, featuring the winners of the Governor’s Community Achievement Awards

**Info:** [www.ktb.org](http://www.ktb.org)