For Immediate Release – June 8, 2009
Contact: Bronwen Taylor, Communications Manager
(o) 512.961.5259; (c) 713.294.8789
bronwen@ktb.org

Houston plays center stage to KTB's Environmental Conference

Communities in Grimes, Brazoria counties to receive TxDOT landscape grants

(Austin, Texas) – Keep Texas Beautiful, Texas' premiere grassroots environmental organization, will be descending on Houston June 8-11 to hold its 42nd Annual Conference. The event will bring together individuals from over 360 statewide affiliate communities, as well as an array of community leaders, city officials, educators and young adults. Houston Mayor Bill White will be on hand to deliver the opening greeting, and the nine statewide winners of the 2008-2009 Governor's Community Achievement Awards will be recognized at a gala dinner.

The GCAA has acknowledged outstanding communities for 23 consecutive years, with the Texas Department of Transportation providing $1 million in landscape grants to the winners since l985; this year, three of the nine first place winners are communities that neighbor Houston: Navasota, which is in Grimes County, and Richwood and Alvin, both in Brazoria County. The remaining communities to be recognized are: Valley View, McCamey, Athens, Grapevine, Midland and El Paso. Every community in Texas is eligible to apply for the GCAA, and a panel of judges selects the winning communities based on their achievements in seven areas: community leadership and coordination, education, public awareness, litter prevention and cleanup, illegal dumping enforcement, beautification and property improvement, and solid waste management.

While the GCAA and the KTB Awards serve as important anchors to the annual conference, there are more than 30 individual breakout sessions that offer something for everyone. Topics will range from social marketing for non-profits, recycling and litter prevention, fundraising, product stewardship, and the real effects of greening one's business. Keynote speakers will address issues such as the relationship between tourism, crime and beautification efforts, and creating community pride and unity through school gardens. For more information, visit 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.

Suggested Audio/Visual Opportunities

- Tuesday, June 9, 12:30p – Keynote Luncheon w/ David Wallace, former mayor of Sugar Land
- Wednesday, June 10, 8:30a – General Session with Scott Feille, Fort Worth program director for REAL School Gardens
- Wednesday, June 10, 9:30a – Youth & Educator Awards
- Thursday, June 11, 12:00p – Keep Texas Beautiful Awards Luncheon
- Thursday, June 11, 6:30p – GCAA Dinner & video presentation

Logos and speaker pictures available upon request

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