



<b>Founded</b>	Keep Texas Beautiful (KTB) was founded in 1967 as the Beautify Texas Council, as a way to beautify the state ahead of an influx of visitors for the 1968 HemisFair, which took place in San Antonio. We became a state affiliate of Keep America Beautiful in 1985.
<b>Mission</b>	To inspire and empower Texans to keep our communities clean and beautiful.
<b>Vision</b>	To make Texas the cleanest, most beautiful state in the nation.
<b>Core Values</b>	<ol style="list-style-type: none"><li>1. We promote clean and beautiful communities by keeping them litter-free and preserving our natural environment.</li><li>2. We empower residents to take initiative at the local level to beautify their hometowns.</li><li>3. We partner with public and private sector organizations and individuals who are similarly committed to our mission.</li><li>4. Education is at the core of our work and we provide tools and resources to the general public, affiliates and volunteers to strengthen their capacity.</li></ol>
<b>Partners</b>	We count among our partners Keep America Beautiful, the Texas Department of Transportation, the Texas Commission on Environmental Quality, EarthShare of Texas, Texas Parks and Wildlife, the Ocean Conservancy, Texas Children in Nature, the Lady Bird Johnson Wildflower Center and the Carton Council.
<b>Quick Facts</b>	<p>KTB provides tools and resources to volunteers in communities across Texas who organize cleanup events, implement recycling programs and educate citizens on the importance of protecting their local environment.</p> <p>Affiliates are community-based groups that can be comprised of volunteers, city or county employees or any combination of interested publics.</p> <p>KTB works closely with government agencies, businesses and civic groups to make our state the best place to live, work and play.</p> <p>KTB and the Texas Department of Transportation (TxDOT) have a long and distinguished history since the late 1980s. In 1967, Keep Texas Beautiful was founded, celebrating their 50<sup>th</sup> Anniversary in 2017.</p>



KTB and TxDOT have worked hand-in-hand for more than four decades, with the common goal of making Texas roadways attractive and safe for motorists and encouraging tourism.

Through this partnership, KTB and TxDOT have formed the largest community improvement network in the state, with nearly 300 communities working together to make Texas the cleanest, most beautiful state in the nation.

KTB works to educate young Texans about the importance of litter prevention. KTB co-hosts the single largest one-day cleanup event in the state, the Don't Mess with Texas Trash-Off. During the annual Trash-Off, volunteers mobilize to remove litter from roadsides, neighborhoods, parks and waterways. In 2018, 4.2 million pounds of litter was collected at Trash-Off events across Texas. Keep Texas Beautiful is an affiliate of Keep America Beautiful.

**Executive Director**

Suzanne Kho, [info@ktb.org](mailto:info@ktb.org)

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**Media Contact**

Alex Hill, [alex@ktb.org](mailto:alex@ktb.org)