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Keep Texas Beautiful Hosts 50th Annual Conference
Nissan and others sponsor statewide meeting of community leaders

AUSTIN, TX —Keep Texas Beautiful (KTB) hosts its 50th Annual Conference June 12-14, 2017 in San Antonio, Texas. This annual event has special significance as KTB celebrates its 50th Anniversary.

KTB was founded in 1967 as the Beautify Texas Council, with a goal of beautifying the state in preparation for the world’s fair, HemisFair, which took place in San Antonio the following year. Today, KTB is the largest grassroots environmental and community improvement network in the state. It has almost 400 local affiliates, community-based groups ranging from nonprofit organizations to divisions of local governments, which reach over 21 million Texans. Its mission is to educate and empower Texans to take responsibility for improving their community environment through litter prevention, community beautification and waste reduction.

KTB’s annual conference is its premier educational event for affiliates. This three-day event features more than 30 educational sessions on a variety of topics, such as recycling, youth programs, community engagement, litter prevention and strategic planning. Approximately 500 community leaders across the state will come together to learn, educate and grow their networks and knowledge. Featured speakers include Catherine Robb (granddaughter of President Lyndon B. and Lady Bird Johnson), Grady McGahan of RETREET, and representatives from the City of San Antonio. KTB’s 50th Anniversary will be celebrated at an evening gala on June 12, while its statewide impact will be recognized at the Don’t mess with Texas® Luncheon and 2017 Governor’s Community Achievement Awards dinner.

KTB partners with the state, through a contract with the Texas Department of Transportation, and with corporations that support its mission and programs. Nissan is the presenting Diamond sponsor of this year’s conference, with additional support from H-E-B, Coca-Cola Southwest Beverages, Union Pacific, MillerCoors, AEP Texas, Unilever, Chevron, and many more.

“Nissan is proud to partner with organizations that are committed to environmental stewardship,” said Rebecca Vest, Nissan vice president, Corporate Development and Social Responsibility. “Through education and engagement activities, Keep Texas Beautiful is working to equip Texans to work together and make environmental improvements across the state. Their focus on sustainability is a commitment that Nissan shares and values highly.”

“We are thrilled to return to our birthplace of San Antonio to celebrate 50 years of keeping Texas the cleanest, most beautiful state in the nation,” said Suzanne Kho, KTB’s Executive Director, “and we are grateful to all our partners who make our work possible.”

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About Keep Texas Beautiful

Keep Texas Beautiful (KTB) is a statewide 501(c)3 nonprofit dedicated to beautifying and improving community environments through programming and education; we address the areas of litter prevention, community beautification and waste reduction. We work with affiliate communities, government agencies, businesses, civic groups, and volunteers to ensure that every Texan has the opportunity to make Texas the cleanest, most beautiful state in the nation. KTB is also a certified state affiliate of Keep America Beautiful. 2017 is the 50th Anniversary of KTB. www.ktb.org