



**[Your Organization] hosts Great American Cleanup [Event Name]**

*[Your Organization] invites locals to join in the [state's/nation's] largest community improvement program*

**[YOUR DATELINE] (City, State)** – [Your Organization], which is committed to enhancing the community environment of [name of town/city/county], announced the launch of their cleanup event [Event Name], taking place on [DATE] at [Location]. [Your Organization] invites individuals of all ages to participate in the event and help keep [name of town/city/county] clean and beautiful.

**If event is a Great American Cleanup event include:**

Keep America Beautiful's Great American Cleanup (GAC) is part of a nationwide effort that takes place in more than 20,000 communities each spring. Keep Texas Beautiful encourages Texans to participate in the event, which runs from March 1 through May 31, and mobilizes thousands of Texans to improve the beauty and health of their community. Activities can include beautifying parks and recreation areas, cleaning waterways, handling recycling collections, picking up litter, removing graffiti, planting trees and conducting educational programs and litter-free events.

**If event is a Don't mess with Texas Trash-Off event include:**

The Don't mess with Texas® Trash-Off, hosted by Keep Texas Beautiful and Texas Department of Transportation, serves as Texas' signature event for the Great American Cleanup and is the single largest one-day cleanup event in the state. The program supports efforts to clear Texas roadsides of trash and will take place throughout Texas from April 1-30.

**If your event is not a Don't mess with Texas Trash-Off event include/adapt:**

[Your organization], along with other organizations in Keep America Beautiful's national network of community-based affiliates, plans volunteer events and education programs that help to [choose from among the appropriate initiatives: renew parks, trails and recreation areas, clean shorelines and waterways, remove litter and debris, reduce waste and improve recycling, and plant trees, flowers and community gardens].

["Quote,"] said [your organization's spokesperson].

More information about Keep Texas Beautiful cleanups and programs are available at [www.ktb.org/cleanup](http://www.ktb.org/cleanup).

###

**[Your Organization]  
Boilerplate**

**About Keep Texas Beautiful**

Keep Texas Beautiful (KTB) is a non-profit organization dedicated to making Texas the best place to live, work, and play by deploying resources for community improvement projects, clean-ups, and youth engagement efforts across the state. Through our Keep Texas Recycling program, we provide assistance and education to support recycling in rural and underserved communities.

Everything we do is focused on mobilizing volunteers to take action by providing them with tools, resources, and training. Our fieldwork includes research on best practices for litter reduction along with the development of community programs to prevent the flow of litter to the Gulf.



**Keep Texas  
Beautiful**  
KEEP AMERICA BEAUTIFUL AFFILIATE

FOR IMMEDIATE RELEASE | Date  
CONTACT | Name, Title  
Phone | Email

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Founded in 1967, Keep Texas Beautiful's work is driven by its network of nearly 300 affiliate member communities, volunteers, and supporters that reach 17 million Texans annually. For more information and to find your closest affiliate, visit [www.ktb.org](http://www.ktb.org). Follow us on [Facebook](#), [LinkedIn](#), [Twitter](#) and [Instagram](#).

#### **Keep America Beautiful**

Keep America Beautiful, the nation's iconic community improvement nonprofit organization, inspires and educates people to take action every day to improve and beautify their community environment. Celebrating its 65th Anniversary in 2019, Keep America Beautiful strives to End Littering, Improve Recycling and Beautify America's Communities. We believe everyone has a right to live in a community that is clean, green and beautiful, and shares a responsibility to contribute to that vision. Behavior change – steeped in education, research and behavioral science – is the cornerstone of Keep America Beautiful. We empower generations of community and environmental stewards with volunteer programs, hands-on experiences, educational curricula, practical advice and other resources. The organization is driven by the work and passion of more than 600 Keep America Beautiful affiliates, millions of volunteers, and the collaborative support of corporate partners, social and civic service organizations, academia, municipalities, elected officials, and individuals. Join us on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#). Donate and take action at [kab.org](http://kab.org).

#### **Include if DMWTTTO Event:**

##### **Texas Department of Transportation**

The Texas Department of Transportation is responsible for maintaining 80,000 miles of road and for supporting aviation, rail, and public transportation across the state. TxDOT and its 12,000 employees are committed to working with others to provide safe and reliable transportation solutions for Texas by maintaining a safe system, addressing congestion, connecting Texas communities, and being a Best in Class state agency. Don't mess with Texas® is a registered trademark owned by the Texas Department of Transportation. For more information visit [www.dontmesswithtexas.org](http://www.dontmesswithtexas.org).