



FOR IMMEDIATE RELEASE
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EL CAMPO BECOMES KTB AFFILIATE *The Beautification of Texas Continues*

(El Campo, Texas) – El Campo has joined the affiliate program of Keep Texas Beautiful (KTB), a statewide community improvement, litter prevention, and beautification organization. KTB, a state affiliate of Keep America Beautiful, sponsors and coordinates education and cleanup programs such as the Great American Cleanup and the Don't Mess with Texas Trash-Off in cooperation with the Texas Department of Transportation. Affiliate requirements include establishing and maintaining a local citizen based organization, participating in one litter prevention, beautification, community improvement or waste reduction program annually, attending an annual training session, and submitting an Annual Report.

KTB's statewide network of affiliates includes more than 390 cities and counties, working towards its mission "to educate and engage Texans to take responsibility for improving their community environment." KTB helps Texas communities organize volunteers and implement cleanup and educational programs to prevent litter, reduce trash, and beautify their community and natural environment. KTB provides its affiliates with free promotional materials, volunteer souvenirs, program training, and additional resources to implement activities in the community — making it a cleaner, more beautiful place to live. KTB's programs include the *Great American Cleanup*, *Don't mess with Texas Trash-Off*, *Keep Texas Waterways Clean*, *Waste In Place*, and several award programs. For information on upcoming events and how to get involved, contact Chris Barbee at cbarbee@cityofelcampo.org.

**For more information on how to help keep Texas beautiful in your community,
call 1-800-CLEAN-TX or visit www.ktb.org.**