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.

Mission
To educate Texans to take responsibility for improving their community environment. We focus our efforts in three major areas: litter prevention, beautification and waste reduction.

Purpose
Keep Texas Beautiful is a network of dedicated Texans working together to make our state the best place to live, work and play. We equip local partners and affiliates with the tools they need to build vibrant, engaged communities. Founded in 1967, Keep Texas Beautiful has 50 years of experience deploying resources for local clean-up, recycling, and youth engagement efforts. Everything we do is focused on mobilizing volunteers to take action across the state. As a 501(c)3 nonprofit, we lead more than 400 affiliates and reach 22 million Texans annually. We are proudly based in Austin, Texas. KTB is also a certified state affiliate of Keep America Beautiful.

Partners
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.

Quick Facts
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.

Affiliates are community-based groups that can be comprised of volunteers, city or county employees or any combination of interested publics.

KTB works closely with government agencies, businesses and civic groups to make our state the best place to live, work and play.

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 50th Anniversary in 2017.
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 400 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 2016, 1.4 million pounds of litter was collected at Trash-Off events across Texas. Keep Texas Beautiful is an affiliate of Keep America Beautiful.

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