



**FOR IMMEDIATE RELEASE** – November 15, 2019  
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**Statewide Recycling Organization, Cooperative Teamwork and Recycling Assistance, Merges with Keep Texas Beautiful to Form a New Recycling Program**

*Keep Texas Recycling program will provide cooperative marketing of recyclable commodities and technical assistance to underserved Texas communities*

[Austin, TX] - In honor of America Recycles Day, the boards of Keep Texas Beautiful (KTB) and Cooperative Teamwork and Recycling Assistance (CTRA) announced today that they will merge to create a new program of KTB called Keep Texas Recycling. CTRA will dissolve, however their services to implement and expand recycling programs throughout the state will continue through the Keep Texas Recycling program.

CTRA is a 501(c)3 nonprofit organization that was founded in 1994 to serve as a liaison between the public and private sector by negotiating contracts with haulers and end-market, in typically rural and unique communities, at competitive prices. CTRA has helped community recycling programs increase the amount and quality of collected recycled materials as well as maximize the efforts and efficiency of those already recycling. CTRA has over 50 member communities who serve more than 120 public and 500 private entities and these operations will continue under the auspices of Keep Texas Beautiful.

“We are thrilled to join forces with Keep Texas Beautiful,” said Rachel Hering, CTRA’s Executive Director who will become Director of Keep Texas Recycling. “This merger will optimize our efficiency and enable us to better assist communities throughout the state, and increase access to recycling in Texas.”

Founded in 1967, Keep Texas Beautiful has more than 50 years of experience deploying resources for local clean-up, recycling, and youth engagement efforts. KTB also has the largest environmental and community improvement network in the state, comprised of more than 300 community affiliates. Many of these communities already work with CTRA. “We are excited to add Keep Texas Recycling to the programs that we offer throughout our network,” said Suzanne Kho, KTB’s Executive Director. “We believe creating and sustaining recycling programs plays a key role in our mission to keep Texas communities clean and beautiful.”

The merger will officially go into effect on January 1, 2020. To learn more about Keep Texas Recycling, visit [ktb.org/keeptexasrecycling](http://ktb.org/keeptexasrecycling).

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### **Keep Texas Beautiful**

Keep Texas Beautiful (KTB) 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 more than 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 nearly 300 affiliates and reach 19 million Texans annually. We are proudly based in Austin, Texas. For more information, visit [www.ktb.org](http://www.ktb.org), follow us on Facebook, Twitter and Instagram @keptxbeautiful.