



FOR IMMEDIATE RELEASE

JANUARY 12, 2026

Contact: Irma Chapa, Dir. Office of Communications O:956-681-1200 C:956-995-2815

ichapa@mcallen.net

Keep McAllen Beautiful Celebrates 50 Years

Recognizing a legacy of service, sustainability, and community impact

On Friday, January 9, 2026, City of McAllen leadership and the Keep McAllen Beautiful (KMB) Board of Directors gathered at The Pump House to celebrate the organization's 50th Anniversary with a commemorative dinner honoring five decades of community beautification, environmental stewardship, and civic pride.

The milestone event recognized past and present board members, dedicated volunteers, city leadership, and community partners whose continued support has helped shape Keep McAllen Beautiful's lasting impact throughout the community. Attendees included City Manager Isaac J. Tawil, City Commissioners Tony Aguirre and Joaquin "J.J." Zamora, Deputy City Manager Michelle Rivera, and members of the KMB Board of Directors.

Founded in January 1976 as the City of McAllen Beautification Advisory Board, KMB began with a focus on litter prevention and public awareness, including the iconic "Auntie Litter" campaign. Over the years, the organization evolved into a 501(c)(3) nonprofit and became an affiliate of both Keep America Beautiful and Keep Texas Beautiful, strengthening its mission through statewide and national collaboration.

Today, the organization leads a wide range of initiatives, including the Great American Cleanup, Paint McAllen Beautiful, Arbor Day celebrations, Adopt-A-Park, public art projects, youth engagement programs, and urban forestry efforts. These programs have earned KMB statewide and national recognition for its commitment to beautification, sustainability, and community engagement.

Event photos from the anniversary celebration will be made available to media outlets.

###

About the City of McAllen

Founded in 1904 and incorporated in 1911, the City of McAllen has grown from a small agricultural community into one of the most vibrant and fastest-growing cities along the U.S.-Mexico border. Known as the "City of Palms," McAllen serves as a hub for international trade, retail, tourism, and culture in the Rio Grande Valley. Today, the city employs more than 2,600 dedicated public servants across 41 departments, delivering essential services to a community of more than 150,000 residents. McAllen city leaders remain committed to transparent governance, fiscal responsibility, and enhancing quality of life through innovation, infrastructure, and community engagement. For more information, visit www.mcallen.net and follow us on social media @cityofmcallen