



FOR IMMEDIATE RELEASE

June 11, 2026

CONTACT: Claudia Gutierrez, Program Coordinator / P: 956-681-4562 / E: kmb@mcallen.net

**Keep McAllen Beautiful Recognized as Gold Star Affiliate by
Keep Texas Beautiful**
Honored for Exceptional Community Improvement Efforts

Keep Texas Beautiful (KTB), a statewide nonprofit that inspires and empowers Texans to improve their communities, has recognized Keep McAllen Beautiful (KMB) as a Gold Star Affiliate, its highest honor for local partners.

Gold Star status is awarded to affiliates that stand out as essential leaders in their communities, driving measurable impact through sustained programs, strong partnerships, and meaningful volunteer engagement.

"Our affiliates bring our mission to life every day. We are proud to recognize those who are leading the way as Gold Star Affiliates," said Sara Walters, Executive Director of KTB. "These communities exemplify excellence in community leadership by mobilizing volunteers, advancing meaningful projects, and fostering a culture of care and pride in their communities."

Across the state, communities like KMB make this work possible. In 2025, KTB affiliates engaged over 100,000 Texans who contributed to over \$4 million value of volunteer hours based on the Independent Sector value of volunteer hours. KMB played a key role in this effort, implementing programs that reduce litter, promote recycling, and enhance the local environment.

In 2025, KMB collected 613 tons of trash, painted two homes, and planted 291 trees/plants with the help of 3,146 volunteers who contributed \$254,941 value of volunteer hours. Artist painted 38 standpipes and 7 murals throughout McAllen. KMB also traded 2,127 pieces of recyclables for a tree/plant to grow the City of McAllen tree canopy.

"This recognition is a testament to the passion and dedication of the Keep McAllen Beautiful board, volunteers and community partners who support their mission every day," said City Manager Isaac J. Tawil. "Their commitment to preserving and enhancing the beauty of our city reflects both pride and a spirit of service. We are grateful for their hard work and congratulate them on this well-deserved achievement."

-MORE-

Page 2 of 2: KMB Recognized as Gold Star Affiliate by KTB

“We love to see our community coming together to help make the City of McAllen a more beautiful and cleaner place where people can live, visit, and work,” said Claudia Gutierrez, Program Coordinator of KMB.

Gold Star Affiliates represent the highest standard of community leadership within the KTB network. To earn this recognition, affiliates must go beyond core requirements, expanding their programming, investing in training, documenting their impact, and building strong local partnerships. The designation reflects a level of effort and commitment that sets these communities apart as leaders in creating lasting, visible change.

KTB honored all 2026 Gold Star Affiliates during the Keep Texas Beautiful Virtual Conference on May 12 - 14, 2026.

###

About Keep McAllen Beautiful

Keep McAllen Beautiful (KMB) is a non-profit organization that develops and expands the awareness of McAllen’s citizens and visitors about littering and proper disposal of waste, and promotes the preservation and enhancement of McAllen’s natural beauty.

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! Our mission is to inspire and empower Texans to make their communities clean and beautiful. We provide resources for community improvement projects, recycling, clean-ups, and youth engagement efforts across the state. Through the Keep Texas Recycling program, we provide technical assistance, education, and market access to increase recycling in rural and underserved communities.

Everything we do focuses on mobilizing volunteers to take action by providing them with tools, resources, and training. Founded in 1967, Keep Texas Beautiful’s work is driven by its network of affiliate members, communities, volunteers, and supporters that span the state and reach 17 million Texans annually.

For more information and to find your closest affiliate, visit www.ktb.org. Follow us on [Facebook](#), [LinkedIn](#), and [Instagram](#).

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