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News Release

FOR IMMEDIATE RELEASE

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Busy April ahead for Keep Murphy Beautiful campaign

MURPHY (March 27, 2012) The first full month of spring is proving to be a busy one for residents who have an eye toward maintaining their homes and their hometown clean and trash-free, according to Kim Lenoir, Director of Parks and Public Works.

“April is a month that is traditionally seen as the end of winter and the start of spring, when people begin to think about shedding the old and bringing forth the new, a time for cleaning out the clutter in their lives,” she said.

For starters, the Keep Murphy Beautiful campaign, the umbrella movement that oversees the various events and activities designed to preserve the natural cleanliness and beauty that Murphy is known for, is hosting the annual Great Texas Trash-off on Saturday, April 14.

That event is coordinated simultaneously in cities and towns throughout the state, with each municipality sponsoring its own version of the community cleanup. The Murphy version starts at 9 a.m. with a check-in at the Murphy Activity Center (MAC), 201 North Murphy Road. Then, teams, groups, individuals and families will fan out to designated areas armed with empty trash bags. At noon, the groups will reconnect at the MAC to return the filled bags and enjoy a hot dog lunch.

“The first 100 participants will receive a free ‘Don’t Mess with Texas’ t-shirt,” said Lenoir. Waste Management, the City’s waste collection contractor, will have an informational booth set up at the gathering point, passing out information and handing out some give-aways.

“We always have several scout troops, community organizations, and individuals who care about the environment come help. It makes for a great opportunity to do something positive for the City and especially the nature trails and creek beds,” she added.

As a reminder to potential participants, several members of Keep Murphy Beautiful will attend the Moonlight Movie set for Friday, April 13 at the Murphy Community Center to distribute information, encourage participation and

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hand out coloring books that emphasize recycling and care for the environment.

The April 13 Moonlight Movie is “Furry Vengeance,” a live-action film set in the Oregon wilderness. The plot revolves around a real estate developer's new housing subdivision which faces a unique group of protesters, local woodland creatures who don't want their homes disturbed.

A few days later, on Thursday, April 19, Waste Management will conduct the spring version of its twice-yearly bulky trash pick-up. Items too large or cumbersome for the rolling trash carts should be placed out on the curb early that morning. Trucks will start making the rounds bright and early on that day, so it's a good idea to get these items curbside the night before.

Also kicking off in April is the Great American Clean-up. This program is nationwide in scope and continues until May 31. Businesses, homeowner associations, clubs, churches are all encouraged to conduct their own activities such as general cleaning, painting, fixing up and overall sprucing up their specific buildings and grounds.

“Part of our report back to Keep Texas Beautiful asks us to show how the City in general responded to the call, so we would very much like photos and first-hand accounts of these projects,” she said. Send photos and reports to klenoir@murphytx.org.

And, the highly popular Adopt-a-Street program is now six street lengths away from covering all of the available segments. Of the 18 streets identified, only a third of them is left unclaimed.

“April will be a busy month for our Green Team and all of the wonderful volunteers and organizations who care about our City. We are very appreciative of the commitment made by these incredible people,” she concluded.

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ABOUT MURPHY -- Murphy is a fast-growing community located in Collin County and bounded by Plano, Richardson, Wylie, Sachse, and Parker. While only about four square miles in size, the population is approximately 17,700. The population is generally characterized as highly educated with a median household income above the state average. With more than 70 percent of the land developed, the community is dominated by single-family residences. Determined to maintain a country living ambiance, city planners strive to preserve that feel while still exhibiting an aggressive economic development stance. The centrally-located municipal complex includes four buildings that house Fire, Police, City Administration and Public Works. Money Magazine has dubbed Murphy at the 27th Best Place to Live in America for small cities.