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# News Release

FOR IMMEDIATE RELEASE

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## Keep Murphy Beautiful earns highest state designation *Local group among top 25 percent of affiliates*

MURPHY (April 28, 2021) For the tenth year in a row the Keep Murphy Beautiful program has been awarded the Gold Star affiliate designation from the Keep Texas Beautiful organization, having first earned the designation in 2012 only its second year as a Keep Texas Beautiful affiliate.

Keep Texas Beautiful is a statewide environmental and community improvement non-profit organization that oversees about 300 locally-based litter control and community beautification programs, including the one in Murphy.

Gold Star status affiliates earn the designation by sharing information on their mission and goals, answering questions about their economic development and diversity and inclusion practices, or participating in the Beautify Texas Awards or Governor's Community Achievement Awards programs.

They are also required to provide a letter of support from their community. Keep Murphy Beautiful will be formally recognized as a Gold Star affiliate during the 54th Annual Keep Texas Beautiful Conference in June.

The Keep Murphy Beautiful program, dubbed the Green Team and headed by its president Debbie Scott, is one of only 70 affiliates designated as Gold Star among the 300 cities that sponsor Keep Texas Beautiful affiliates, making the Murphy program among the top 25 percent. Gold Star recognition is the highest status any community affiliate can achieve.

"Even during the pandemic, the Keep Murphy Beautiful Green Team pulled together and found creative ways to reach out and serve our community," said Scott. "Whenever there was an opportunity for us to make a difference in the City's environmental outlook or overall attractiveness, the Team stepped forward. Being designated as Gold Star for the tenth year is a testament to the commitment of our members."

The Gold Star program was initiated by Keep Texas Beautiful In 2004 to reward communities that sought to go above and beyond the established requirements. To remain in good standing with KTB, community affiliates must submit a report, pay dues, attend training, and participate in a KTB-endorsed activity annually.

Keep Murphy Beautiful successfully implemented programs to clean up litter, reduce and recycle waste, educate local citizens, and beautify and enhance the local community. The program is among the main sponsors of the twice-yearly Clean & Green event, the Arbor Day tree-planting celebration, the Don't Mess with Texas clean-up campaign, and various other community clean-up events throughout the year.

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ABOUT MURPHY -- Murphy is a fast-growing community located in Collin County. The population is approximately 20,010, generally characterized as highly educated with a median household income well above the state average. With more than 80 percent of the land developed, the community is dominated by single-family residences. City planners strive to preserve a family-oriented community with a strong sense of place. Money Magazine has dubbed Murphy as the 27th Best Place to Live in America for small cities, and D Magazine placed Murphy as the fifth best suburb in the 2014 list, where it has consistently ranked in the top 10.