



November 19, 2025

For Immediate Release

The City of Bay City Becomes Keep Texas Beautiful Affiliate

Bay City, Texas – The City of Bay City has joined the affiliate program of Keep Texas Beautiful (KTB), a statewide community improvement, litter prevention and beautification organization. KTB is a network of dedicated Texans working together to make Texas the cleanest and most beautiful state in the union. KTB’s programs equip local partners and affiliates with the tools they need to build vibrant, engaged communities. Keep Texas Beautiful has over 50 years of experience deploying resources for local clean-up, recycling, and youth engagement efforts.

Keep Bay City Beautiful mission is to “Inspire, educate, and empower the citizens of Bay City to sustain and enhance the natural beauty and environment of our City.” By joining the Keep Texas Beautiful affiliate network, *Keep Bay City Beautiful* gains access to grant opportunities, free training and education, and the ability to network with other affiliate organizations across the state of Texas. Through programs and projects in *Bay City*, *Keep Bay City Beautiful* will be part of a statewide effort to make Texas the best place to live, work, and play.

“As a full affiliate of Keep Texas Beautiful, Keep Bay City Beautiful is empowered more than ever to engage our community, grow our impact, and build a brighter Bay City,” Kelly Penewitt, Parks and Recreation Manager.

Keep Texas Beautiful’s Executive Director Sarah Walters welcomed *Keep Bay City Beautiful*, saying, “I am thrilled to welcome *Keep Bay City Beautiful* to the KTB community. KTB helps Texas communities organize volunteers and implement cleanup and educational programs to prevent litter, reduce trash and beautify their community and natural environment—for a cleaner, more beautiful Texas for all to enjoy.”

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, clean-ups, and youth engagement efforts across the state. Our Keep Texas Recycling program provides technical assistance, education, and access to markets to increase recycling in rural and underserved communities.

Everything we do is focused on mobilizing volunteers to take action by providing them with tools, resources, and training. Our fieldwork includes research on best practices for litter reduction along with the development of community programs to prevent the flow of litter to the Gulf of America.

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 on how to keep Texas beautiful in your community, visit www.ktb.org.

For more information, please contact:

Media Contact: Ray Beltran, Communications Manager/PIO
rbeltran@cityofbaycity.org | (979) 245-6931

-30-