|  | **FOR IMMEDIATE RELEASE** - {Date}  Contact: {Name, Title}  {Phone, Email} |
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**27th Annual Texas Recycles Day kicks off in {City}**

{CITY, TEXAS} - Texas Recycles Day (TRD), which takes place every year on November 15, aims to raise public awareness of the economic and environmental benefits of recycling. {City} will host an event on {date} to {event details}.

The State of Texas Alliance for Recycling (STAR), the Texas Commission on Environmental Quality (TCEQ) and Keep Texas Beautiful are helping to motivate Texans to make recycling part of their everyday lives. The overall impact of recycling MSW on the Texas economy exceeded $4.8 billion and supports nearly 23,000 jobs. Recycling conserves natural resources, saves energy, and reduces the amount of landfill space used each year.

Local Texas Recycles Day events are taking place statewide on or around November 15th. Events range from educational campaigns to collection events for hard to recycle materials. Any individual, civic group, youth organization, or company can participate.

Texas Recycles Day was founded in 1994. Today, the annual event helps Texans to make recycling part of their everyday lives. Contact **<local contact>** to find out how you can participate. For more information on the TRD program, visit <www.texasrecyclesday.org>.

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**{Insert boilerplate for your community/affiliate}**

**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 by deploying resources for community improvement projects, clean-ups, and youth engagement efforts across the state. Through our Keep Texas Recycling program, we provide assistance and education to support 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.

Founded in 1967, Keep Texas Beautiful’s work is driven by its network of nearly 300 affiliate member communities, volunteers, and supporters that reach 17 million Texans annually. For more information and to find your closest affiliate, visit [www.ktb.org](http://www.ktb.org). Follow us on [Facebook](http://facebook.com/keeptxbeautiful), [LinkedIn](https://www.linkedin.com/company/keep-texas-beautiful/), [Twitter](http://twitter.com/keeptxbeautiful) and [Instagram](http://instagram.com/keeptxbeautiful).