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News Release

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Keep Murphy Beautiful again awarded Gold Star status *Local program highlighted with top award for past 13 years*

MURPHY (March 25, 2024) Reflecting the continuous care and attention that Murphy residents place on their homes, as well as the work and investment that the City of Murphy devotes to parks and open spaces, The Keep Murphy Beautiful program has been awarded the Keep Texas Beautiful Gold Star Affiliate designation for the 13th year in a row.

The designation is the highest level of recognition from Keep Texas Beautiful, a statewide environmental and community improvement non-profit dedicated to promoting clean, orderly, and attractively maintained properties. Keep Texas Beautiful oversees locally-based litter control and community beautification programs like Keep Murphy Beautiful.

The Murphy beautification organization is one of only a third of the state's 300 affiliates to achieve that level.

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

These award-winning programs are also required to provide a letter of support from their community. Keep Murphy Beautiful will be formally recognized as a 13-year Gold Star affiliate during the 57th Annual Keep Texas Beautiful Conference next month.

The members of Keep Murphy Beautiful participate in a variety of events and activities that seek to keep Murphy's environment clean and verdant. These include, among others, the twice-yearly Clean & Green events, and the Great American Clean-Up. The organization has also recently adopted the portion of FM 544 that lies within Murphy's city limits as part of the Texas Department of Transportation's Adopt-a-Highway Program.

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 Keep Texas Beautiful, community affiliates must submit a report, pay dues, attend training, and participate in a Keep Texas Beautiful activity annually.

For over a dozen years, the Keep Murphy Beautiful program has successfully implemented programs to clean up litter, reduce and recycle waste, educate local citizens, and beautify and enhance the local community. The program depends heavily on local volunteers who assist the Murphy Green Team in many of its clean-up, recycling, and tree-planting programs.

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ABOUT MURPHY -- Murphy is a fast-growing community located in Collin County. The population is approximately 21,200, generally 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 its annual list, where it has consistently ranked in the top 10.