

Curry County
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PRESS RELEASE
Curry County Beautification Program Launches
Beautiful Business Pledge Initiative

The Curry County Beautification Program is partnering with local businesses to promote a cleaner, more welcoming community through the Beautiful Business Pledge Initiative.

The pledge encourages businesses to take simple, ongoing steps to prevent litter and improve the appearance of their properties. Participating businesses become Keep Curry Clean Community Champions by keeping their property and parking areas clean, removing litter within 200 feet of their business, maintaining dumpster areas, placing trash and ash receptacles near entrances, and caring for surrounding landscaping.

This program is funded by the Que Linda Grant through the New Mexico Department of Transportation (NMDOT). By joining the pledge, businesses demonstrate leadership in environmental responsibility and community pride while helping keep Curry County clean and beautiful.

“Beautification is about more than aesthetics; it’s about pride, safety, and economic growth. The Que Linda grant program offers unique opportunities to enhance public spaces in a way that strengthens community identity, encourages tourism, and makes our County a more inviting place to live, work, and do business,” said Chairman Brad Bender.

Businesses interested in becoming a partner are encouraged to contact 575-763-7725 or email Beautification Program Coordinator Karina Baeza at kbaeza@currycountynm.gov