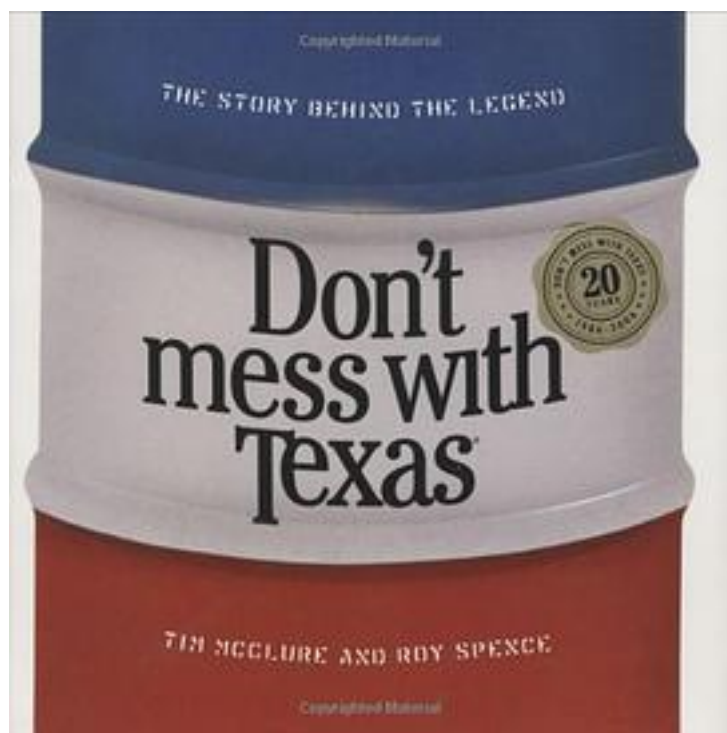


Don't Mess with Texas



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In December 1985, a bumper sticker bearing the words 'Don't Mess With Texas' began appearing on pickup trucks across the Lone Star State. There was no explanation, no sponsor, just those four words and a small red, white, and blue Texas flag. Fast-forward 20 years to 2006. Today, the longest-running public service campaign in Texas is also the most successful anti-litter campaign in history. Until now, only a handful of people knew the true stories behind the legend: the stories of the famous commercials and the stories about dozens of the biggest and brightest Texas stars who donated their time and considerable talents to help Texas reduce litter on its highways by an astonishing 72 percent.

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