





# Crape Myrtle Trails of McKinney

*The mission of the Crape Myrtle Trails of McKinney Board is to be an integral part of **elevating the beauty and appeal of our great city** to the highest levels by showcasing the premier flowering plant of the South throughout our community in a thoughtful and meaningful manner and by **promoting McKinney Texas as America's Crape Myrtle City!!***





# Our Objectives

- Continual development and improvement of our World Collection Park!
- Promoting and funding strategic plantings of Crape Myrtles in key venues throughout the City!
- Continuing to award cash grants to the Physical Education Departments of McKinney schools to promote the health of our youth!





# Our Objectives

- Growing the positive impact our annual event contributes to our city's culture and tradition!
- Providing Crape Myrtles to 5<sup>th</sup> grade students of McKinney Schools the Friday immediately prior to Mothers' Day to take home to Mom!
- Continuing to promote McKinney as *America's Crape Myrtle City* as a special "piece in the puzzle" of McKinney's continued and improving national recognition!



The efforts we make today toward that end,  
will be appreciated for generations.

McKinney, Texas

America's Crape Myrtle City

