

***FOR IMMEDIATE RELEASE.***

*For more Information Please Contact:*

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**Keep Sedona Beautiful Receives Award  
from the International Dark-Sky Association**

The Board of Directors of the International Dark-Sky Association (IDA) decided by unanimous vote to present Keep Sedona Beautiful with an IDA Dark Sky Defender Award “in recognition of the fine work that Keep Sedona Beautiful (KSB) is doing for the dark sky movement”.

KSB has advocated for dark skies in the Greater Sedona area for more than 15 years. Most notably, KSB and Mainstreet Sedona had worked with the City of Sedona and Yavapai County to develop dark-sky compliant outdoor lighting ordinances, which were adopted by the City in 2001 and by the County in 2003. Since then, KSB has been involved in many issues concerning outdoor lighting, be it residential, commercial, or governmental. In 2013, KSB worked toward and applied for the IDA Dark-Sky Community designation for the City of Sedona, which was awarded in the fall of 2014.

Currently, KSB is collaborating with the City of Sedona to convince business owners that it would be to their advantage to replace existing old grandfathered lights that are not dark-sky compliant with new dark-sky compliant ones: half the replacement cost would be covered by a grant from the city, and the new properly shielded compliant fixtures using more modern fluorescent or amber LED bulbs are much more energy-efficient and save on electricity cost .

KSB is also focusing on convincing other Verde Valley communities to protect their dark sky and has begun working with Big Park Regional Coordinating Council and Red Rock State Park to become IDA-designated Dark-Sky places.

The Dark Sky Defender award by the IDA honors all those KSB members who over the many years have contributed their efforts to turn the greater Sedona area into a Dark-Sky Community.

Keep Sedona Beautiful, Inc. is a nonprofit organization that, by acting through the stewardship of its members and volunteers, is committed to protecting and sustaining the unique scenic beauty and natural environment of the Greater Sedona Area. For more information about Keep Sedona Beautiful, please call 928.282.4938, or visit <http://www.keeppedonabeautiful.org/>.