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Photo of Norris Peterson by KSB.

Photo from left to right: Richard Sidy, Gardens for Humanity president, Adele Seronde, Gardens for Humanity founder, Tom O'Halleran, KSB president – photo by KSB member Gerry Snyder.

FOR IMMEDIATE RELEASE.

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**Keep Sedona Beautiful, Inc. Recognizes
Outstanding Efforts that Align with its Mission**

Keep Sedona Beautiful held its 42nd Annual Awards of Excellence Luncheon on January 25th, 2014 honoring individuals, organizations, and businesses that have made significant contributions towards keeping Sedona beautiful. This year's awardees were honored for their efforts in keeping with KSB's theme of "Sustainable Maintainable" as follows:

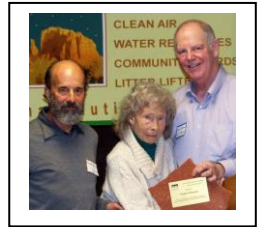
Citizen's Community Plan Steering Committee for their dedicated effort to create the 2014 Sedona Community Plan for a sustainable, maintainable Sedona;

Volunteers for the Red Rock State Park for developing environmental education for park visitors, school children, and the local community as a whole;

Gardens for Humanity for creating sustainable change through education and the development of gardens in local communities and schools;

Verde Valley Wine Consortium for playing a major sustainable, maintainable role in the Verde Valley wine industry through the growth and development of the Yavapai College viticulture and enology programs;

Oak Creek Watershed Council for its sustainability efforts in working to maintain the water quality in Oak Creek; in providing valuable water education to the public, in installing pet waste stations, and in storm water mitigation community projects;



This year's Norman McGee Award, KSB's highest recognition award named after its founder, was given to Norris Peterson for his outstanding dedication and service to KSB, going above and beyond what is normally expected. "Norris is not only an integral part of the KSB board, he is an integral part of the Sedona community through his caring and thoughtful volunteerism", said Tom O'Halleran, KSB president.



A special Volunteer of the Year Award was given to KSB member Nancy Spinelli for five years dedicated service on the Native Plant Workshop Committee. According to O'Halleran, "That smile is part of Nancy's unique talent which she brings into play as a dynamic volunteer, leader and Native Plant Workshop Chairperson."

Since 1972, KSB has recognized individuals, businesses and organizations in the Greater Sedona for architectural design, landscaping, lighting, signage, conservation efforts and outstanding community service which contribute in a significant way to its goal of "Preserving the Wonder™" of Sedona.

Nominations are now being requested for the 2014 Awards. Keep Sedona Beautiful is especially looking for significant efforts of community service that seemingly occur "under the radar". Please visit KSB's web site at www.keepsedonabeautiful.org or call the office at 282 4938.