

## **KSB to Showcase Online Auction for Endowment Fundraiser**

Keep Sedona Beautiful, venerable steward of Sedona's natural environment, will adapt to the electronic age for its first-ever annual fundraiser. Committed to KSB's Endowment Fund, the fundraiser will feature both a special event and an innovative ten-day online auction.

The Star Gazers and Raisers special event will be held on Sunday November 13 from 3:00 p.m. to 6:00 p.m. at the Hilton Sedona Resort at Bell Rock Grand Ballroom (courtesy of the Hilton), in the Village of Oak Creek.

The celebration includes cocktails and hors d'oeuvres, an onsite silent auction from 3:00 p.m. to 4:30 p.m., and a presentation at 4:30 p.m. by Ken Zoll, Executive Director of the Verde Valley Archaeology Center: "Ancient Astronomical Practices in the Southwest." Zoll's work at the center and in his award-winning books are making a pivotal change in modern culture's understanding of ancient arts and technologies, so much a part of Sedona's heritage.

Leading up to the Hilton event, from November 3 until noon on November 12, the online portion of the silent auction will be open to bids and purchases. Using state-of-the-art software, bidders will have the option of viewing auction items online, where they may enter their bids or choose the Buy It Now option, via home computers, smart phones and other devices. Items not immediately purchased will remain available for all registered participants at the onsite auction at the Hilton on November 13. Auction registration will also be offered at the door. Photos and descriptions of over 100 items valued at over \$35,000 are available at <http://www.keepsedonabeautiful.org/our-programs/annual-fundraiser-2016.html>.

"It's time that Sedona's extraordinary natural endowments – the beauty and inspiration of red rock cliffs and trails, the brilliant skies that have called us here – be matched with an endowed commitment of our own," said Joanne Kendrick, KSB President. "Tens of thousands of volunteers and contributors have made year-to-year commitments for nearly half a century. We now have the opportunity, and, we feel, a natural obligation, to equip our mission with a consistent base of support. And so we have launched our first-ever annual fundraiser to strengthen our endowment, our living legacy to current and future generations of residents, visitors, and all forms of life for whom this is a vital habitat. The endowment, which will help ensure that we preserve the wonder of this incomparable locale, honors our shared foundation of appreciation for what we have, what supports us, what brings the world here to marvel."

Kendrick was recently given a special award for her heroic efforts to establish the International Dark-Sky Community designation in Sedona and Big Park. The International Dark-Sky Places Program, which helped Bell Rock Plaza cut its power costs while reducing night-sky glare, is one of many programs supported by KSB that will benefit from a strengthened endowment. Another key KSB offering is the annual Native Plant Workshop, which offers classes in low-water landscaping, selecting, and caring for native plants. Other popular KSB programs include a monthly presentation on Preserving the Wonder™ – a speaker series featuring experts on Sedona's environmental and conservation issues, "Litter Lifters" – a valiant group of over 120 volunteers who clean over 68 miles of local roads, and an Annual Awards program that highlights community members' participation in the shared effort by recognizing excellence in commercial architectural design, xeriscaping, lighting, signage, or community service. Also significant has been KSB's contribution to the Noise Abatement Committee coordinated through the City of Sedona to address airport noise.

All funds raised are destined to grow the Endowment Fund to ensure that KSB, founded in 1972 as an environmental stewardship group, smoothly weathers any future economic downturns and remains self-sustaining.

Tickets are \$60 per person and can be purchased in advance at [KeepSedonaBeautiful.org](http://KeepSedonaBeautiful.org) or by calling the KSB office at 928.282.4938. Tickets may also be purchased at the door.

Keep Sedona Beautiful, Inc., 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.