

**For more Information:
Keep Sedona Beautiful, Inc. (928) 282-4938**



Fifty Years of Sedona and KSB on Wednesday, May 11

Join Keep Sedona Beautiful on Wednesday, May 11, at 5:00 p.m. for its monthly Preserving the Wonder™ Speaker Series. This event will be held live at 360 Brewer Road in Sedona, and doors open at 4:30. It will not be simulcast on ZOOM. Please visit the KSB website, www.keepersedonabeautiful.org for details.

Janeen Trevillyan, Sedona Heritage Museum President and Historian, and Keep Sedona Beautiful President Craig Swanson will speak about how KSB and the City of Sedona have evolved over the past half century.

Fifty years ago, in 1972, Keep Sedona Beautiful was founded in a Sedona living room by people who were concerned about keeping litter and “honky-tonk” signs off the roadsides of unincorporated Sedona. In an effort to counterbalance the effect of a city that straddled two counties and lacked local city guidelines for building homes and landscaping, KSB advocated for landscaping with native plants and sponsored Residential Design Guidelines for Sedona and the Surrounding Red Rock Area home designs.

When Sedona incorporated in 1988, the new City of Sedona assumed a number of roles that had been filled by KSB, allowing KSB to focus more strongly on environmental advocacy. This presentation explores the relationship between Sedona and KSB and looks forward to how KSB will fulfill its newly updated mission statement: “To protect and enhance the scenic beauty and natural environment of Sedona and the Verde Valley.”

With a keen interest in historic preservation, Janeen Trevillyan served three terms on the City of Sedona’s Historic Preservation Commission. She has volunteered with the Sedona Heritage Museum for twenty-three years and is their current President and Historian. She co-authored “Images of Sedona” – a historic photo book about local history. Janeen enjoys learning Sedona history and sharing it.

Keep Sedona Beautiful’s monthly Preserving the Wonder™ Speaker Series focuses on presenting a diversity of programs relevant to the unique environment of our region. For the past fifty years, the nonprofit organization has been dedicated to conserving the area’s beauty by opposing ill-considered growth and disregard for maintaining precious resources such as clean water, dark skies, and native plants, as well as noise pollution, etc. For more information about Keep Sedona Beautiful, please visit <http://www.keepersedonabeautiful.org/>.