



# KSB eNews Today

*Celebrating Our First 50 Years*

Dear KSB Friends,



**March 21, 2022**

## **KSB PRESIDENT PRESENTS 50 YEAR HISTORY AT OLLI ON WEDNESDAY MARCH 23, 2022**

For the past half-century Keep Sedona Beautiful (KSB) has played a vital role in the Verde Valley, protecting public lands and open space, keeping area roads clear of litter, ensuring that our skies remain dark and providing valuable information on a host of environmental issues.

On Wednesday March 23 at 1:00 PM, Craig Swanson from Keep Sedona Beautiful will discuss the history of KSB as well as the critical issues currently facing the Verde Valley. This presentation is part of the OLLI Lunch and Learn series and will be held in Room 34 at the Yavapai College Sedona Center, 4215 Arts Village Drive in Sedona. No registration is required and there is no fee.



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 – sixteen years before the City of Sedona was incorporated in 1988. Once established, and 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.

Since 1972, 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. To launch KSB’s 50th Anniversary, the Board of Directors has updated its mission statement: *To protect and enhance the scenic beauty and natural environment of Sedona and the Verde Valley.*

For more information about Keep Sedona Beautiful, please visit <http://www.keepersedonabeautiful.org/>.

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