



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

**Win Holden, former Publisher of Arizona Highways Magazine
Featured at KSB Speaker Series on Wednesday, January 15, 2025**

Keep Sedona Beautiful will hold its next Preserving the Wonder Speaker Series event on Wednesday, January 15 at 5:00 pm. This month, Win Holden, former publisher of Arizona Highways Magazine will share “100 Years Grand – The Story of Arizona Highways Magazine”. As always, this presentation will be free and open to the public, and will be held at the KSB EcoHub, 360 Brewer Road in Sedona. Doors will open at 4:30. Please visit the KSB website, www.keepsedonabeautiful.org for details.

April 2025 will mark Arizona Highways Magazine’s 100th birthday. How did a brochure produced by the Arizona Highway Department become one of the most revered travel publications in the world? How has Arizona Highways remained relevant for a century while other national magazines have failed? Former Arizona Highways publisher, Win Holden, will share the inside story of how this extraordinary publication has not only survived but thrived by attracting elite landscape photographers and using an unconventional publishing business model. The presentation features dozens of historical and contemporary photographs telling the compelling story that shares how this magazine became one of the most revered travel publications in the world! This program is made possible *by Arizona Humanities*.

Win Holden became the sixth publisher of Arizona Highways Magazine in May 2000. The publication is recognized as one of the finest travel magazines in the world. A Valley resident since 1980, Holden was recognized by the Arizona Office of Tourism and the Arizona Lodging and Tourism Association as their 2017 and 2018 Lifetime Awards recipient. Holden received the 2015 Lifetime Achievement Award from the Business Journal and was the 2007 inductee into the Arizona Tourism Hall of Fame.

The Preserving the Wonder Speaker series is held on the third Wednesday of each month. For over 50 years, Keep Sedona Beautiful has been dedicated to protecting and enhancing the scenic beauty and natural environment of Sedona and the Verde Valley. For more information about Keep Sedona Beautiful, please visit www.keepsedonabeautiful.org.