



PRESS RELEASE

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9 MORE COMMUNITIES JOIN KEEP IOWA BEAUTIFUL'S HOMETOWN PRIDE PROGRAM

Keep Iowa Beautiful (KIB) is proud to announce the addition of nine new towns to its successful [Hometown Pride program](#). The communities—Albert City, Alta, Aurelia, Lake Park, Lakeside, Marathon, Royal, Sioux Rapids, and Storm Lake—are now actively participating in the program.

The Hometown Pride program has been strengthening the economic and cultural vitality of Iowa communities since 2012. To date, 118 towns have participated, including the nine new towns this month. The program has completed 2,000 community betterment projects and engaged more than 2,000 volunteers to drive lasting, positive change. Guided by a Community Coach, local leaders and volunteers collaborate on strategic initiatives, with each new town now forming a team to tackle community improvement projects.

We are excited to introduce Carissa Harvey as the new Hometown Pride Community Coach for these towns. Carissa brings over 15 years of experience in plan development and implementation, grant writing and administration, project management, and code development. She has taken part in a variety of quality-of-life projects including those focused on public art, recreation, downtown development, and more. Harvey holds an undergraduate degree in Community and Regional Planning and a graduate certificate in GIS from Iowa State University. "It's refreshing to see these communities ready to jump in. Each one has many unique and exciting things happening, and I'm grateful to have the opportunity to help them take their betterment efforts even further," said Harvey.

Andy Frantz, Executive Director of Keep Iowa Beautiful, emphasized the impact of the Hometown Pride program: "The Hometown Pride program empowers local leaders and volunteers to strengthen their communities through strategic planning and meaningful projects. We look forward to seeing the positive transformation ahead."

The Hometown Pride program is made possible through the generous support of private donors, the Iowa Economic Development Authority, and participating communities. Keep Iowa Beautiful is committed to building strong, sustainable communities across the state and is excited to support this new chapter of growth and collaboration in Albert City, Alta, Aurelia, Lake Park, Lakeside, Marathon, Royal, Sioux Rapids, and Storm Lake.

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About Keep Iowa Beautiful

Keep Iowa Beautiful was established in 2000 by Governor Robert D. Ray and Donald F. Lamberti becoming the 23rd State Affiliate of Keep America Beautiful. It is a 501c3 charitable organization working with citizens, neighborhoods and communities in improving the vitality and cultural health of the

state of Iowa. KIB is helping build stronger communities to develop sustainable futures. For more information, see our web page at www.keepiowabeautiful.org.



**Carissa Harvey, Hometown Pride Community Coach
(to include in Press Release)**