



MEDIA ADVISORY

Media Contact:
Christie Silverstein
Valley Forward Association
csilverstein@valleyforward.org
(602) 240-2408

VALLEY FORWARD CELEBRATES 30 YEARS OF ENVIRONMENTAL EXCELLENCE

- WHAT:** [Valley Forward Association](#) is commemorating three decades of stewardship with the 30th Annual **Environmental Excellence Awards** program, held in partnership with SRP for the ninth consecutive year. Known as the “*Academy Awards*” of the environmental community, the event is Arizona’s oldest and most prominent competition of its kind. It spotlights distinguished projects throughout the Valley that demonstrate a high level of environmental commitment and contribute to the region’s overall sustainability. The ceremony’s coveted [Crescordia Award](#) (a Greek term meaning “*To Grow in Harmony*”) sets standards for the exceptional physical, technical and social development of our metropolitan area.
- This prestigious event has grown significantly over the years and now encompasses seven broad categories, including buildings and structures, livable communities, site development and landscape, art in public places, environmental technologies, environmental education/communication, and environmental stewardship (SRP Award).
- The awards program features a museum-quality exhibit of finalist entries, a multi-media presentation and gourmet dinner, followed by a reception with live entertainment.
- WHEN:** Saturday, Oct. 2
5:30 to 11 p.m.
- WHERE:** The Phoenician
6000 East Camelback Road
Scottsdale, Ariz. 85251
- PHOTO OPS:** Museum-quality display of award-winning entries from around the Valley featuring exhibits from representatives of the public/private, non-profit and education sectors; local dignitaries, including most Valley mayors, key legislators and corporate executives; announcement of the President’s Award (Best of Show), reflecting the biggest contribution to the region’s environmental quality.
- AGENDA:** 5:30 p.m. – Cocktails and viewing of finalist projects
7 p.m. – Dinner and awards program
9:30 p.m. – Post-awards gala
- ADMISSION:** Open to the public; advanced reservations required. Individual seating is available for \$190 per person and tables of 10 for \$1,800 each. For reservations or additional information, call (602) 240-2408 or visit www.valleyforward.org.
- ABOUT:** Valley Forward is a 41-year-old, non-profit public interest organization that brings business and civic leaders together to convene thoughtful public dialogue on regional issues, and to promote cooperative efforts to improve the sustainability and livability of Valley communities.