

PRESS RELEASE

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Clarkdale Receives Coveted Crescordia Award for Environmental Stewardship from Arizona Forward

Clarkdale, AZ (September 20, 2014) – The 34th Annual Arizona Forward Environmental Excellence Awards Gala was held on Saturday, September 20, 2014 and hosted by Arizona Forward and Salt River Project (SRP). Known as the “Academy Awards” of the environmental community, the event is Arizona’s oldest and most prominent competition of its kind. The event spotlights distinguished projects throughout the state of Arizona that demonstrate a high level of environmental commitment and contribute to the region’s overall sustainability.

Nominees vie to be selected for Awards of Merit or the coveted Crescordia Award (a Greek term that mean “To Grow in Harmony”) in each category. During Saturday night’s gala, the Town of Clarkdale received a Crescordia Award under the Environmental Stewardship category for their Verde River @ Clarkdale project. Considered the “First-Place” award for projects that set standards for exceptional physical, technical and social development of our state, the Crescordia Award is the highest honor a nominee can receive. Clarkdale was nominated for the award by the Verde River Institute.

Clarkdale Mayor Doug Von Gausig and Community and Economic Development Director Jodie Filardo attended the Awards Gala and accepted the award on behalf of the Town of Clarkdale. In accepting the award, Mayor Von Gausig stated, “Clarkdale is thrilled and tremendously proud to have won the Arizona Forward/SRP Crescordia Award. The Crescordia recognizes Clarkdale’s dedication to Verde River conservation, environmentally-sensitive water management, and public education. Without the generosity and help of Freeport-McMoRan. Inc., Arizona State Parks and the Walton Family Foundation, the Verde River @ Clarkdale project would not have happened, so we proudly share the award with them! Because of this honor, recognition of the value of our beautiful river as a diverse and healthy ecosystem, as an economic driver for the Verde Valley and as a social amenity will continue to grow by leaps and bounds! Winning the Crescordia gives us great optimism and renewed energy to work even harder for the health of the Verde River and our community!”

The Verde River @ Clarkdale parks project is an innovative and exciting project that incorporates environmental conservation, environmental education, economic development, and collaborative approaches to land management. The concept was developed by the Town of Clarkdale to bring the Verde River and its environmental, social and economic values into the lives of the people of Arizona.