



**NEWS RELEASE
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**TOWN OF PURCELLVILLE RECEIVES \$1,000 GREEN GRANT
FROM KEEP VIRGINIA BEAUTIFUL**

PURCELLVILLE, Va., June 16, 2022 — The Town of Purcellville will receive a \$1,000 award for a program called “Read! Plant! Grow!” which will be implemented in partnership with the Purcellville Library. It is one of thirty grants awarded throughout Virginia in June as part of Keep Virginia Beautiful’s 12th Annual “Green Grants” Program.

Every year, government, non-profit, civic, and service organizations in Virginia are invited to apply for grants ranging from \$500 to \$1,000 that will help address an environmental concern in their community. Grants must focus on one of the following priorities: Litter Prevention, Recycling, Cigarette Litter Prevention, or Community Beautification.

“Green grants provide financial resources needed to implement innovative and effective projects that will result in more clean, green, and beautiful places to live, work, and play. These initiatives bring people together, in partnership, to make positive differences in communities across Virginia,” says Cristi Lawton, Keep Virginia Beautiful’s Executive Director. “We are incredibly grateful for our partnership with Keep Virginia Beautiful. Purcellville’s environmental stewardship advances through our partnerships.” said Joel Grewe, Purcellville’s Town Council member on the Tree and Environment Sustainability Committee.

The Town of Purcellville and its Tree and Environment Sustainability Committee will partner with the Purcellville Library, a branch of the Loudoun County Public Library, for “Read! Plant! Grow!” The program will kick off with Purcellville Library staff selecting and displaying books about pollinators and pollinator gardening. In the fall, the Town and library will jointly host a community planting day at the Chapman DeMary Trail. Funds received from the Green Grant program will be used to purchase native pollinator plants, including Virginia Bluebells, Mountain Mint, Joe Pye Weed, several varieties of milkweed, and others. Those who attend the community planting day will receive a packet of seeds with native plants for their own gardens. Details about how to volunteer to help with the community planting will be available this summer.

These gardens will benefit pollinators, create beautiful vistas along the path in this protected area, and provide wonderful opportunities for visitors to observe the beauty of pollinating bees, birds, and butterflies that the gardens attract.

The mission at Keep Virginia Beautiful is to engage and unite Virginians to improve the natural and scenic environment. Since 2011, the Green Grants Program has provided \$254,500 for 355 programs and projects throughout the state. Funding is made possible

through generous support from Altria, as well as additional sponsorships from WestRock and Village Bank.

The Town of Purcellville, Virginia

“Purcellville-your small Town, where history and progress intersect and people prosper,” is an award-winning town of approximately 10,000 residents located in Loudoun County, approximately 50 miles west of Washington, DC. Having received the 2021 Virginia Municipal League Innovation Award for Environmental Sustainability and in years past, the prestigious Siemens Sustainability Award for Small Communities, Purcellville continues to be honored for innovation and green initiatives. The Town most recently received the Tree City USA Award for the 14th consecutive year. The Town was reaffirmed as a AAA rated community by S&P Global Ratings, the highest credit rating possible, and was ranked “Safest City” in Virginia in 2020. Once a stop along the W&OD rail line, which has been converted to a multi-use trail from Alexandria, VA to Purcellville, the Town has maintained its historic old-town feel through the restoration and maintenance of its many downtown structures, reflecting the Victorian architecture popular during the early 1900s. Today, Purcellville is the economic hub of western Loudoun County and a popular weekend destination for antiquing, equestrian activities, farmer’s markets, wineries, breweries, distilleries and restaurants. More info at www.purcellvilleva.gov.

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