



KEEP AMERICA BEAUTIFUL AFFILIATE

## CONTACTS

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## FOR IMMEDIATE RELEASE

# Keep Sevier Beautiful Launches “ReLeaf The Smokies” Initiative

**May 10, 2017** - Keep Sevier Beautiful announces the launch of its new project “ReLeaf The Smokies.” In November 2016, the Smoky Mountains in Sevier County were devastated by wildfires which swept through the area. The Appalachia Service Project has identified 25 homeowners who lost their homes and did not have insurance and who are low income. These homeowners will have their homes built from the ground up by various organizations throughout the States.

Keep Sevier Beautiful has teamed up with the Appalachia Service Project and Volunteer East TN in an effort to bring these former homeowners’ properties back to life. “These fires not only affected our forests, but also had an economic impact on many homeowners throughout the County. We at Keep Sevier Beautiful are very proud of this partnership and are excited to be able to go to these homes after completion and do beautification projects. Whether it be a favorite tree they lost or maybe even a special flower garden, we will plant specific to their needs. Beautification is a big part of what we do and we want to be able to carry that out throughout our County and to those in need,” explained Lisa Bryant, Executive Director of Keep Sevier Beautiful. Karl Kreis, Chair of the KSB Beautification Committee added, “We realized there would be a need to help revegetate after the wildfires.

Although we understand the forest will regrow by itself, we would like to give nature some assistance in areas outside the park. We are working with local schools who have volunteered their greenhouses to help grow trees and are partnering with nurseries and landscapers, but we need the public’s assistance as well.”

Keep Sevier Beautiful, a non-profit organization, is currently in need of donations to assist with these efforts. If you would like to partner with KSB in its effort to “ReLeaf The Smokies”, please visit [www.KeepSevierBeautiful.org](http://www.KeepSevierBeautiful.org), or mail your donation to P.O. Box 6088, Sevierville, TN 37864.

Keep Sevier Beautiful - an affiliate of Keep America Beautiful and Keep Tennessee Beautiful, is a volunteer-based organization focusing on waste reduction/recycling, litter prevention and the beautification of public spaces through education and community based programs. KSB’s goal is to protect the natural beauty of an area visited by more than ten million people on an annual basis. If you would like to know more about Keep Sevier Beautiful and how to get involved, please contact Lisa Bryant, Executive Director, at [lbryant@keepsevierbeautiful.org](mailto:lbryant@keepsevierbeautiful.org) or call (865) 774-6677.