JULY 2020 NEWSLETTER

KEEPING IT CLEAN & GREEN IN THE VALLEY

Clean Valley Council- Serving Southwest Virginia since 1978

Director's Message

Clean Valley Council is committed to making the world a better place for people, animals and the environment. To support everyone, we must acknowledge race and how it impacts people by providing unearned privileges to some and oppression to others. We are now halfway through this historic year, with more change sure to come. Climate change, the pandemic, racial inequality. Wow, it's a lot to take in, but we are stronger than we think we are. This time is certainly a wakeup call to each of us to look deeper into our own unconscious and conscious biases and make changes in our own circles of influence.

With our youngest daughter home this spring/summer, we have had the opportunity to discuss, learn, listen, and take action in our community together.

Some feel that the Black Lives Matter movement can be more broadly translated to All Lives Matter. What I have learned over the past few months is statements like that diminish the significance of the racial oppression that has been going on for far too long. The analogy of the house on fire really brought it home for me to better shift my own thinking. Think about this - Say your house were on fire. The fire department is called…911, Emergency at 1327 Grandin Ave! When they head to your house, they stop at every house and spray it down along the way. How would you feel? Did it take too long? Was there unnecessary additional damage done to your house? At this moment, racial justice is that house on fire, and we must put out this fire to protect the rest of the neighborhood.

We urge our Clean Valley community to take action personally and as neighbors: organize projects and fundraisers, share/draw/paint/chalk positive messages to share, educate ourselves, empathize, and listen to oppressed voices. We stand with the Black community and those fighting for Black lives to be protected and respected. Black Lives Matter!

See you ALL outside!

Mary Ann

Executive Director
### July 2020: A Clean Valley is for Every Person

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Colors Virtual Festival</td>
<td>JULY 14-17, 2020</td>
<td>Click here to sign up!</td>
</tr>
<tr>
<td>Household Hazardous Waste Collection</td>
<td>JULY 18, 2020</td>
<td>Roanoke City &amp; County, Salem, Virginia. Register here.</td>
</tr>
<tr>
<td>Breakfast with the Animals at Mill Mountain Zoo</td>
<td>JULY 18, 2020</td>
<td>Learn more and sign up here.</td>
</tr>
<tr>
<td>World Nature Conservation Day</td>
<td>JULY 28, 2020</td>
<td>Harvester Performing Center Outdoor Concerts. Click here for upcoming shows</td>
</tr>
</tbody>
</table>
Volunteer for the City of Roanoke's Heat Mapping Project

Clean Valley Council and the City of Roanoke are seeking volunteers to help collect environmental data about the hottest and coolest places in our region during an upcoming heat wave this summer.

**When**? One selected hot day in August. The date will be determined about 1 week in advance.

**Where**? All over the Roanoke region

**What is required of volunteers?**
- 3 hours of data collection on the scheduled day
- Access to a vehicle or bicycle, and if using a car, valid license and insurance

We need to assemble an “on-call” roster of volunteers, which means that we’ll want more people signing up than we need. We will confirm your participation in one week prior to the campaign when we finalize the date. Please note that signing up does not commit you to the project.

Click this image to learn more or to sign up!

---

**Spotlight: New Mural in Southeast Roanoke**

A local artist painted this beautiful mural on the side of the Presbyterian Community Center in Roanoke. Clean Valley Council even painted on the storm drain next to this building!

Keep Reading

---

**Educator’s Corner:**

Conservation
July 2020: A Clean Valley is for Every Person

July 28th is Nature Conservation Day. That sounds like a great holiday to observe... But what does "conservation" mean? Conservation is generally defined as the preservation and protection of something. However, did you know that conservation and preservation actually have slightly different definitions when it comes to natural resources?

Preservation refers to maintaining items and resources in an attempt to keep them exactly as they are. Think of the National Park Service (NPS). National Parks in the United States were designated as areas for preservation. The Organic Act of 1916 created the NPS and stated that the purpose of National Parks is "to conserve the scenery and the natural and historic objects and the wild life therein and to provide for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations." This means that parks are managed to maintain the same conditions as they had when created. It is even illegal to take plants or items from National Parks.

Conservation, on the other hand, means maintaining natural resources for use in the future, meaning things can be used and replenished. Think of the National Forest Service in the U.S. We often equate National Parks and National Forests, but they are managed very differently. National Forests are managed by the U.S. Dept. of Agriculture, while National Parks are managed by the Dept. of the Interior. Parks were designated for their beauty and intrinsic value for people's enjoyment. National Forests were actually created for their ability to produce lumber and other resources to be harvested. Simply because National Forests were designated for harvesting and resource use, that does not mean they are not managed carefully. These forests must be diligently maintained to ensure future generations can continue enjoying the forests and they are not depleted.

With Nature Conservation Day on July 28, it is a great opportunity to think about how we can enjoy the beauty AND use of nature's abundant resources while ensuring they are still available in the future. Think about some of these ideas:

- What am I putting in the water around me, and where does that water go?
- Is my household garbage ending up where it should? Am I disposing of hazardous materials properly?
- Where can I use less paper, water, or electricity in my daily life?
- Can I support companies that have better conservation practices and smaller carbon footprints?

Interested in volunteering your time to make Virginia a more beautiful place? Sign up here and apply for a section of highway to clean up!
A special thanks to the municipalities helping us continue our mission by going into classrooms and hosting workshops that encourage environmental stewardship.

Our mailing address is:
Clean Valley Council
1327 Grandin Rd SW
Roanoke, VA 24015

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.