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Land of Sky Regional Council Receives National Association of Development Organizations 2014 Innovation Award

WASHINGTON, DC – Land of Sky Regional Council, based in Asheville, North Carolina, received a 2014 Innovation Award from the National Association of Development Organizations (NADO) Research Foundation for the *2014 MLK Day of Service Project*.

In observance of the MLK Day of Service, Land of Sky Regional Council's Senior Corps Programs partnered with Hands On Asheville-Buncombe and AmeriCorps to celebrate Dr. King's work by creating an opportunity for community residents, of all ages to give back to their neighbors, their friends, and their community by answering Dr. King's question, "What are you doing for others?"

"The community's response to the project was overwhelming with over 300 volunteers in attendance at Land of Sky Regional Council," said Foster Grandparent Program Manager, Stacy Friesland.

Volunteers worked on eight 'Hands On' projects benefiting local non-profits and schools in the region, including over 200 children who gathered to be part of a larger movement to serve others in the community that are in need. The completed projects affected the lives of 1059 people and resulted in 800 hours of individual service with a cost value of \$18,000 in donated time. Twenty paid employees would have to work 40 hours each to accomplish this goal. "This event has become a best practice for our organization. Not only is it cost effective and fun but it also reaches out to help address needs in our community," Friesland said.

"For 28 years, NADO's Innovation Awards have recognized regional development organizations for their hard work and commitment to promoting economic development in rural and small metropolitan communities across the country. Award recipients have created innovative solutions that build on the unique strengths and challenges of their regions, all while continuing to promote sustainable economic growth not only now, but for many years to come," said

NADO President Peter Gregory, Executive Director of the Two Rivers-Ottauquechee Regional Commission in Woodstock, VT.

NADO is a Washington, DC-based association that promotes programs and policies that strengthen local governments, communities, and economies through regional cooperation, program delivery, and comprehensive strategies. The association's Innovation Awards program recognizes regional development organizations and partnering organizations for improving the economic and community competitiveness of our nation's regions and local communities. Award winners will be showcased during NADO's 2014 Annual Training Conference, August 23 - 26 in Denver, Colorado.

For more information about the award-winning project, contact Stacy Friesland at Land of Sky Regional Council at (828)251-6622.

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Since 1967 the National Association of Development Organizations (NADO) has provided advocacy, education, networking, and research for the national network of 540 regional development organizations. NADO members provide professional, programmatic and technical assistance to over 2,300 counties and 15,000 municipalities. 400 North Capitol Street, NW, Suite 390 | Washington, DC 20001 | 202.624.5948 | info@nado.org | NADO.org