



P R E S S R E L E A S E

October 8, 2013
FOR IMMEDIATE RELEASE

BORREGO SPRINGS NIGHT SKY FRIENDLY BUSINESS RECOGNITION PROGRAM INAUGURATION

Borrego Springs, CA

The first recipient of the Night Sky Friendly Business Recognition will be announced at the inauguration of the program at **6:30 p.m. on Saturday, November 2**, as part of the 20th annual [Nightfall](#) star party. The presentation at the **Palm Canyon Resort amphitheater** will be followed by a tour of the desert sky by an expert amateur astronomer, and by telescope viewing of the heavens. The event is free and all Borrego residents and visitors are cordially invited.

The Night Sky Friendly Business program is established by the Borrego Springs Dark Sky Coalition. The recognition program honors businesses and organizations in the Borrego Valley that have night sky friendly outdoor lighting, and encourages others to follow suit. The program goal is to protect and preserve the treasured natural resource that is the starry nighttime sky of Borrego Springs, designated in 2009 by the International Dark-Sky Association as the first Dark Sky Community in California and the second in the world.

Any business or organization in the area is eligible to apply for the Night Sky Friendly Business program. The Dark Sky Coalition has developed an application form and will conduct an evaluation of the applicant's outdoor lighting to determine if the business qualifies. Businesses recognized for maintaining or converting to appropriate night lighting will receive a Certificate of Merit and display window sticker with the program logo and be included on a list posted for public recognition of their approach to preserving the beauty of Borrego's night sky for all to enjoy.

CONTACT DETAILS: For more information about the Dark Sky Friendly Business Recognition Program or the Borrego Springs Dark Sky Coalition, please contact Betsy Knaak or Grace Rickard at 760-767-3052 or borregodarksky@aol.com or visit <http://www.borregodarkskies.org>.

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