



SOUTHERN IDAHO
ECONOMIC DEVELOPMENT



FOR IMMEDIATE RELEASE

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CALL FOR SPONSORS FOR 10TH ANNUAL OPERATION FACELIFT

Southern Idaho Economic Development is seeking corporate sponsorships for the annual downtown revitalization project

MAGIC VALLEY, ID – August 31, 2020 – Southern Idaho Economic Development is proud to announce the 10th annual Operation Facelift will kick off this September. The annual region-wide community revitalization project encourages Magic Valley cities to complete projects big and small to build community pride, inspire new business development, and revitalize downtown areas.

This year's Operation Facelift includes projects in Buhl, Dietrich, Glens Ferry, Gooding, Heyburn, Hollister, Jerome County, Richfield, Shoshone and Wendell. The projects range from adding new and accessible park equipment, painting murals downtown, and placing benches along main streets.

"Our rural communities rely on this program to revitalize their downtowns every year. These small donations can mean big changes for them," said Ervina Covcic, Rural Economic Development Services Specialist. "By helping sponsor one of these communities, you can give back to cities in Southern Idaho that need our help the most."

This year, Southern Idaho Economic Development is seeking corporate sponsors for the 2020 Operation Facelift. For more information on this year's projects and how to sign up as a sponsor, [click here](#). The organization is asking for commitments from sponsors by Friday, September 18, and projects to be completed by the end of October. Winners will be announced in November.

"We are thrilled to continue this annual tradition and are excited to bring in local businesses to sponsor these projects," said Connie Stopher, Executive Director of Southern Idaho Economic Development. "No matter the size of the project, Operation Facelift always makes our communities stronger, more creative and more business friendly."

For more information on the 2020 Operation Facelift or how to sponsor, please contact Connie Stopher at connies@southernidaho.org or 208-732-6459.

To learn more about Southern Idaho Economic Development and the Southern Idaho region, please visit us online at southernidaho.org.

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About Southern Idaho Economic Development

Southern Idaho Economic Development is a joint venture of public and private sectors throughout the Magic Valley, formed to help diversify and strengthen the local economy by retaining and attracting business to the Southern Idaho region. Southern Idaho Economic Development works closely with communities throughout the region to promote economic development through expansion of existing business and to implement a focused consistent program to attract new businesses and talent to the region. For more information about Southern Idaho Economic Development and/or the Southern Idaho region, please visit southernidaho.org.