



For Immediate Release

Mark your calendars - First-annual Hill Country Night Sky Month happening in October

(September 8, 2020) – This October, celebrate the night sky all month long during the Hill Country Alliance’s inaugural Hill Country Night Sky Month! Created to bring awareness to the importance of night sky preservation in the Texas Hill Country, Hill Country Night Sky Month will feature events and activities across the Hill Country for night sky lovers of all ages.

The Hill Country Alliance (HCA) is joined by partners and night sky champions across the region for a month of virtual events, activities, art, games, competitions, proclamations and other ways to expand the joys and benefits of dark night skies – all COVID-safe and health aware. Partners and night sky champions are taking actions during Hill Country Night Sky Month, such as:

- pursuing proclamations from their county judge, commissioners, city mayors, school districts and other groups interested in supporting the cause
- creating opportunities for local policy updates and lighting improvement projects
- engaging the media and using social media to expand interest in night sky preservation
- educating the public about the night sky and promoting night sky awareness in creative ways
- hosting events such as star parties, contests, educational activities and more

You can join in on the fun by participating in the many events that will be held throughout the Hill Country region. Check out NightSkyMonth.org for a master calendar of upcoming night sky events, local proclamations, and additional information on night sky preservation efforts. Interested in hosting your own event? Have we got a toolkit for you!

HCA’s [free, downloadable toolkit](#) features a suggested event list, social media guide, draft postcard, event flyer, press release and media advisory, and even a sample proclamation for your community! From developing an event to getting the word out, we have created a one-stop-shop of helpful resources to help you create your very own Night Sky Month event.

Hill Country Night Sky Month is made possible through the generous contributions of our sponsors, who understand that [Hill Country night skies](#) are a valuable resource worth celebrating and protecting. Interested in supporting Hill Country Night Sky Month? Sponsorship opportunities for both corporate and individual giving are available on a variety of levels - [learn more and donate here](#). Become a sponsor today!

We hope you can join us for a full month of online, virtual and COVID-safe events and activities planned by our partners and night sky champions across the Hill Country. For more information on Hill Country Night Sky Month and the regional work that the Hill Country Alliance does to preserve Hill Country night skies, visit www.nightskymonth.org. We'll see you under the stars in October!

The Hill Country Alliance is a nonprofit organization whose purpose is to raise public awareness and build community support around the need to preserve the natural resources and heritage of the Central Texas Hill Country. Visit us at www.hillcountryalliance.org.

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Photograph by Todd Winters – for Hill Country Alliance