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Rural Community Assistance Partnership (RCAP) and LOR Foundation Introduce National “Rural Homecoming” to Celebrate Local Innovation and Opportunity

WASHINGTON, DC — (September 4, 2019) Rural communities across the country will celebrate the inaugural Rural Homecoming Oct. 18-20 by hosting events and engaging members of their community as part of a national movement that is rooted in local connections. #RuralHomecoming was created this year to reconnect people to their hometowns and to kickstart a national dialogue on what being rural truly means. This fall, communities will come together to celebrate and give current and former residents a reason to reconnect with their hometown and the innovation and unique attributes that make their community so special.

Rural Homecoming was developed by the [Rural Community Assistance Partnership](#) (RCAP) in partnership with the [LOR Foundation](#), and today the organizations are launching the program by inviting any rural community across the country to participate, free of charge. Each community will receive a toolkit (insert link to website) to inspire and guide communities interested in getting involved, including a social media and communications plan rooted in each community’s plan to participate.

“Rural Homecoming lets each community tell their own story,” said Nathan Ohle, CEO of RCAP. “It provides an opportunity to let communities take back their story and highlight what makes rural America so special by giving communities a reason to open their doors and reconnect people with their hometowns. Rural Homecoming empowers each community to take part in a national partnership with a locally-focused approach.”

“We’re all from somewhere,” said LaMonte Guillory, Chief Communications Officer of the LOR Foundation. “Cities or small towns, coastal or inland, East or West, plains or mountains, the concept of Rural Homecoming allows people to connect with their roots and think about where they came from. It also gives us a chance to talk about the innovation and accomplishments that are happening in rural America right now, of which there are many.”

To access and download the free toolkit, visit <https://rcap.org/events/ruralhomecoming/>. Follow #RuralHomecoming on Facebook, Instagram, and Twitter to join the movement. We want to hear from you. What makes your community special?

About RCAP: RCAP is a network of nonprofit organizations working to ensure rural and small communities throughout the United States have increased capacity to drive access to safe drinking water, sanitary wastewater, economic development and disaster recovery that leads to economic prosperity. To learn more about this work visit: rcap.org.



About LOR: LOR is a foundation that works to increase prosperity in the rural Mountain West, while preserving the character that defines these iconic places. Together with communities, they revitalize main streets, protect clean water supplies, preserve agricultural land and open space, and improve access to the outdoors and recreation. lorfoundation.org

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