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

WASHINGTON, DC — (October 2020) Rural communities across the country will celebrate Rural Homecoming by hosting events and engaging members of their community as part of a national movement that is rooted in local connections. #RuralHomecoming was created in 2019 to reconnect people to their hometowns and to kickstart a national dialogue on what being rural truly means. This fall, communities will again come together (virtually) 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 this year RCAP is 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.”

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.

