



# Kiwanis®

## CLUB OF ROANOKE

### FOR IMMEDIATE RELEASE

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### **MEDIA ALERT**

## **The Kiwanis Club of Roanoke announces its STAR OF THE YEAR is Bower Heating and Air**

**The iconic Roanoke Star atop Mill Mountain will be  
temporarily renamed for Bower Heating and Air**

**The ceremony will take place on  
Thursday, August 31 at 11:30 am  
at the Mill Mountain Star**

FOR IMMEDIATE RELEASE: For the third year in a row, the Kiwanis Club of Roanoke is temporarily renaming Roanoke's iconic star atop Mill Mountain. This year, Bower Heating and Air is the honoree.

Since 2021, the Kiwanis Club of Roanoke, the leading civic organization in the Roanoke Valley, has worked with the City of Roanoke to auction off the temporary renaming of the neon star that overlooks the Roanoke Valley. Bower Heating and Cooling had the winning bid of \$7,000.

"Through this auction, the Kiwanis Club of Roanoke will be able to help children, older adults, and the environment," said John Montgomery, president of the Roanoke club. "Because of Bower Heating and Air, we'll continue our over 100-year tradition of making a positive impact on the community."

A plaque honoring Bower Heating and Air will be unveiled on Thursday, August 31, at 11:30 am.

**About the Star of the Year Auction:** Each year, the Kiwanis Club of Roanoke auctions off renaming the Roanoke Star. The Star can be sponsored by a company or an individual. The funds raised during the auction go directly back into the community through the many Kiwanis Club programs for children, older adults, and the environment. The tradition began in 2021. This is the third year of this exciting auction.

**About Bower Heating and Air:** The locally-owned-and-operated company boasts a combined 525 years of experience in the heating and air industry. Bower Heating and Air's attention to detail, design, quality, and customer satisfaction has made them one of Southwest Virginia's most preferred heating and air conditioning contractors. With offices in Roanoke and Smith Mountain Lake, Bower is an established and experienced family business dedicated to heating and air conditioning.

**About Kiwanis Club of Roanoke:** The Kiwanis Club of Roanoke is a community service organization in the Roanoke Valley of Virginia that has been serving the needs of youth, older adults, and the environment for over 100 years. Our Club provides funds and sweat equity to over 25 charitable

organizations, sponsors seven Key Clubs at area high schools, a Builders Club at Cave Spring Middle School. BUGS at Westside Elementary School, and the Phoenix Star AKtion Club for adults with special needs. We have provided mileage markers and signs on the greenways and donated an all-inclusive playground to the Melrose-Orange neighborhood. At the Kiwanis Club of Roanoke you can fulfill your desire to serve the community and build friendships that will last a lifetime. All are welcome to join or participate in programs.

The Kiwanis Club of Roanoke meets each Wednesday from 12:30-1:30PM.

For general information:

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