



City of Reidsville Press Release – Release Date May 3, 2018

Keystone Foods Gives Makeover to Veterans Memorial in Reidsville

REIDSVILLE – Many drivers passed by the small Veterans Memorial located near the front of Jaycee Park on South Scales Street without even knowing it was there.

The history behind the marker is largely unknown although there may be some local residents who remember when it was erected in 1968. Copies of the *Reidsville Review* from the 1960s are hard to find so a way to research the memorial has been largely unsuccessful.

However, that didn't deter Keystone Foods on Equity Drive when the company was looking for a team building and community service project for its employees to undertake on Easter Monday. On that holiday the plant is shut down for its hourly associates, but Keystone's salaried associates use the day as an opportunity to celebrate Earth Day as well as provide a service to the local community.

Several organizations submitted ideas for the project, including the City of Reidsville. City Manager Preston Mitchell had believed for the past several years that refurbishing of the monument and the erection of a flagpole would be a great project for some interested organization. Keystone liked several aspects of this project. First, it allowed its employees to work outside and secondly, the company likes to be involved in projects that make a positive impact on the community. The neglect of the monument made it a perfect choice for Keystone.

"We wanted to draw attention to it to honor our local veterans," said Tina Williams, Keystone Foods Environmental Manager. "Keystone has a long history of contributing to the communities in which we work and live. We are proud to be part of an organization that understands the importance of community activities such as this."



BEFORE AND AFTER PHOTOS of the Veterans Memorial at Jaycee Park. Keystone Foods restored the monument as a community service project.



“We love it when a valued local industry, which already does community outreach like the annual Keystone Cops Road Race, decides to take on such a project as the refurbishing of the memorial,” said Reidsville Mayor Jay Donecker. “It reflects Keystone Foods’ commitment to the community when they put their time and effort in something that honors our veterans.”

Keystone asked the City if it knew of the history behind the monument. City officials could find no records about the monument at the City or at the Reidsville Library. Copies of the *Reidsville Review* from the 1960s were also destroyed in a fire years ago at the newspaper office. Keystone Foods staff checked with the local VFW, but no information or pictures from when the monument was first erected were found.

On Easter Monday, about 25 Keystone employees, comprised of supervisors and managers, worked some 4-5 hours to complete the memorial makeover. The workers planted shrubs, flowers and a tree around the circular pavement around the monument. They installed benches for seating and erected a flagpole with the United States flag proudly waving. Mulch and compost, donated by Wallace Farms, an Advance composter who uses residual from the Keystone plant in their compost, was put around the outer circle and around the benches, plantings and flagpole.

Denning Paint was hired by Keystone to clean the monument and cover the circular concrete surrounding the structure with a cement epoxy to preserve it. Artist Dan Starrett designed and painted the circular pavement, which recognizes and honors the different branches of service.

The monument will be dedicated by the Rockingham County Color Guard May 22 at 9 a.m.

The City would love to partner with a business/industry or Eagle Scout interested in installing the flags of all branches of the Armed Forces at the site in the future. Contact City Parks & Recreation Superintendent Fred Thompson at 336-349-1091.

