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City of Dallas

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Dallas Introduces New Neighborhood Pride Pilot Program

Grass-roots initiative to help residents improve neighborhoods

June 24, 2008 – Dallas – Improving quality of life and property values, and decreasing code violations are some of the goals of the Pride in Your Neighborhood program, a new initiative from the City of Dallas Sanitation Services and the non-profit group Keep Dallas Beautiful, Inc.

Pride in Your Neighborhood (PYN) will kick-off with a free community event, Saturday, June 28 at 11 a.m. at Arcadia Recreation Center (5420 N. Arcadia). The event will feature representatives from the City council, Sanitation Services and other city departments, as well as music, food and fun activities for the entire family. Residents will learn how the program can impact their neighborhood and improve quality of life.

“Quality of life for most citizens is directly related to the conditions under which one lives, including your neighborhood,” said City Councilman Steve Salazar. “We believe the Pride in Your Neighborhood program will serve as the catalyst for Dallas residents coming together as a community to improve the appearance and livability of their neighborhoods, thereby increasing their quality of life.”

Councilman Salazar represents District 6, which includes Arcadia Park, one of the six pilot neighborhoods for the program and site of the official launch of the program, June 28.

Designed to protect the vitality and integrity of Dallas neighborhoods, PYN will help revitalize neighborhoods by helping residents to combat deterioration, litter and graffiti.

The pilot program consists of six Dallas neighborhoods whose residents will receive assistance, support and resources to assist in changing the appearance of their neighborhoods. Participating PYN neighborhoods are: Arcadia Park, Arlington Park, Beverly Hills, Cedar Oaks/Fordham Road, Dixon Circle and Singing Hills/Glendale Park.

Using three primary neighborhood elements – integrity, enhancements and relations – PYN will assist neighborhood associations, create job opportunities for youth and coordinate clean-up events. The program will also work to improve property values, decrease code violations, reduce litter and eliminate graffiti.

Keep Dallas Beautiful, Inc. will engage residents in the program by hosting activities including neighborhood meetings, community surveys and leadership workshops. Neighborhood action plans and home improvement incentive programs will also be developed and implemented.

For more information on the Pride in Your Neighborhood program, call 214-442-1632, visit www.keepdallasbeautiful.org or email prideprogram@keepdallasbeautiful.org.