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FOR IMMEDIATE RELEASE

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July 10<sup>th</sup>, 2009



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FOR INFORMATION CALL

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**\*\*\*RESCHEDULED FOR FRIDAY JULY 17<sup>TH</sup> \*\*\***

**TRUE Skool adopts Cesar E. Chavez Drive for their *Adopt a Community* Pilot Project**

TRUE Skool will kick off their *Adopt a Community* pilot project on Friday July 17<sup>th</sup>, 2009 10:00am-2:00pm on Cesar E. Chavez Drive.

TRUE Skool is taking a unique approach to strengthen and beautify communities through neighborhood-based environmental, social, and artistic initiative. In the same concept of the "Adopt a Highway" program, TRUE Skool is piloting a new project called "*Adopt a Community*". The *Adopt a Community* pilot project consists of a three pronged approach; Community clean-ups/illegal graffiti removal, Community gardens/basic landscaping and Public Art. Our goal this summer is to provide neighborhood restoration and community transformation by adopting Cesar E. Chavez Drive from National Ave to Greenfield Ave from July-September 2009.

**Friday July 17<sup>th</sup>** TRUE Skool, along with the Cesar E. Chavez Business Improvement District, and other partners will kick off the *Adopt a Community* pilot project with a community clean up and repainting of the mural at 1606 W. Washington Street. Starting at 10:00am, over 100 volunteers will meet at the northwest corner of S. Cesar E. Chavez Drive and W. Washington Street to participate in cleaning up the pilot area of Cesar E. Chavez Drive from National Ave to Greenfield Ave and two blocks east and west. Volunteers will also plant grass and flowers in residents' yards who signed up at the community meeting held on June 10<sup>th</sup> at the Latino Community Center, clean up garbage, remove illegal graffiti, repaint the mural with a Cesar E. Chavez theme and hold a bbq at the end of the day to thank those who came out to volunteer their time.

After the July 17<sup>th</sup> Kick-Off event, TRUE Skool's volunteers and community service participants will go out every Wednesday (weather permitting) from 10:00am-2:00pm to remove illegal graffiti and garbage in the pilot area until the end of September 2009. Throughout the summer we will document how public art and projects like *Adopt a Community* can help deter vandalism and crime and build and strengthen communities through these efforts.

TRUE Skool is partnering with local agencies, businesses and volunteers from the community. Partners include the Cesar E. Chavez BID members, Tri-City National Bank, Dental Associates, McDonald's on Cesar E. Chavez Drive, El Rey, Glacéau - VitaminWater, Greater Milwaukee Foundation's Youth In Service Fund, Safe Alternatives for Youth Grant, Urban Underground, UW-Milwaukee's Department of Educational Policy and Community Studies, the Summer Community Learning Center at South Division High School, the Latino Community Center, Milwaukee Violence Free Zones from Bradley Tech HS, Madison HS and South Division HS, MIAD Service Learning students, Clarke Square Weed & Seed, Friends of Milwaukee Rivers, Safe & Sound, and TRUE Skool's Community Service participants and volunteers.

For more information please contact Sarah Patterson, Executive Director of TRUE Skool at (414) 445-9079 or [info@trueskool.org](mailto:info@trueskool.org).