

City of Dallas News Release

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City of Dallas

FOR IMMEDIATE RELEASE
Monday, December 17, 2007

Anti-Panhandling Campaign To Be Launched

Public-Private Effort to End Panhandling and Chronic Homelessness

The City of Dallas, DOWNTOWNDALLAS, and the Metro Dallas Homeless Alliance will initiate a long-term campaign to fight panhandling. Mayor Tom Leppert will help kick off the *Lend A Hand* program downtown on Wednesday, December 19th.

Each year, residents, workers and visitors give hundreds of thousand of dollars to panhandlers, with no guarantee of how it will be used. Unfortunately, those good intentions encourage the panhandling to continue. *Lend a Hand* provides a way for the good-hearted to put their dollars and coins donations to constructive use. Instead of giving cash to panhandlers, the campaign asks people to donate to a program to help create housing for the homeless.

The first phase of the public education/fundraising program will focus on downtown, where chronic panhandling threatens economic development efforts to revitalize the area. The campaign will be composed of materials such as brochures, coasters in Downtown restaurants, a Web site and posters placed in Downtown kiosks and ground level storefronts. The second phase of the program will be modeled after a successful program in Denver that includes the use of converted parking meters as on-street donation units.

- WHAT:** *Lend a Hand* Campaign Launch
- WHERE:** Pegasus Plaza (Main St & Akard St)
- WHEN:** Wednesday, December 19
- TIME:** 10:30 AM
- WHO:** Mayor Tom Leppert, City of Dallas
John F. Crawford, President & CEO of DOWNTOWNDALLAS
Mike Faenza, President & CEO of MDHA
Angela Hunt, Council Member - District 14
Pauline Medrano, Council Member - District 2