



FOR IMMEDIATE RELEASE:

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**CITY OF DALLAS KICKS-OFF SECOND NEIGHBORHOOD
FOR THE PRIDE IN YOUR NEIGHBORHOOD PROGRAM**

Grass-roots initiative shows residents how to improve their communities

August 18, 2008 – Dallas – The City of Dallas pilot program for Pride in Your Neighborhood will launch its second neighborhood with a free community event Saturday, August 30, from 11 a.m. to 1 p.m. at the Martin Weiss Recreation Center, 1111 Martindell Ave. in the Beverly Hills neighborhood of Dallas.

The event will feature representatives from the Dallas City Council, Sanitation Services and other city departments, as well as music, food and fun activities for the entire family. Residents will learn about different city services such as recycling and code compliance, and get additional information on how they can impact their neighborhood and improve their quality of life.

Beverly Hills is the second neighborhood launch for 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. The first neighborhood, Arcadia Park, was launched in June.

The pilot program consists of seven Dallas neighborhoods whose residents will receive assistance, support and resources to assist in changing the appearance of their neighborhoods. In addition to Beverly Hills and Arcadia Park, participating PIYN neighborhoods are: Arlington Park, Cedar Oaks, Dixon Circle, Fordham Road and Singing Hills.

Designed to protect the vitality and integrity of Dallas neighborhoods, PIYN provides residents with the tools and information on city resources to become self-sustaining and take the lead in revitalizing their neighborhoods, combating deterioration, litter and graffiti, improving their quality of life and property values and decreasing code violations

Information provided to residents by PIYN also assists resident with hosting activities including neighborhood meetings, community surveys and leadership workshops and developing neighborhood action plans and home improvement incentive programs.

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