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## BETTER BLOCK FIVE POINTS

FOR IMMEDIATE RELEASE

### WHAT:

The "Better Block" project is a community revitalization effort that temporarily demonstrates how to improve a public space with pedestrian and public infrastructure mixed with art, culture, pop-up businesses and street life. For one day, the project will install pedestrian improvements, create seating areas, provide landscaping and street furniture, incorporate art into the public space, provide live music, and more. Better Block aims to create quick, inexpensive, high-impact changes that lead to permanent solutions for areas in Denver.

Building on the 2012 success of Better Block Jefferson Park, WalkDenver along with community partners is working on the 2013 Demonstration. The target area for this project is 24th Street between California and Welton Streets and Sonny Lawson Park in the historic African American community of Five Points in Denver. While designated as a Pedestrian Corridor in the North East Downtown Area Plan, 24th Street and adjacent historical Sonny Lawson Park have been neglected and present conditions are substandard and unsafe. Better Block project will aim at low-cost improvements to the quality of the built environment that will result in an inviting and vibrant public space essential to the social and economic health of the community. Many of the improvements introduced during the event will become permanent amenities in the park.

The event program includes live music, ballet performance, gardening demonstrations, story time, walking tours, bike rides, food trucks, tennis, yoga, dance walking, youth marketplace and much more!

To view the video of 2012 Better Block go to:

<http://www.youtube.com/watch?v=BA5tMyuHXoo&feature=plcp>

**WHO:** WalkDenver along with Denver Arts and Venues, Volunteers of America Colorado Chapter, Kentwood Properties, Additional Postage Required and community partners.

**WHEN:** May 11<sup>th</sup>, 2013 (10AM – 5PM)

**WHERE:** 24th Street between California and Welton Streets and Sonny Lawson Park in the historic Five Points in Denver.

**WEB -** <http://betterblockfivepoints.com/>

**SOCIAL MEDIA -** <https://www.facebook.com/BetterBlockFivePoints>

**To volunteer sign up here -** <http://www.signupgenius.com/go/8050A49A5A923A20-better>