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PRESS RELEASE

OARC beautifies Northwest Philadelphia and wins three prizes from the Pennsylvania Horticultural Society

OARC, a community development organization, known for revitalizing West Oak Lane since 1983 was selected as winner of the 2006 “City Gardens Contest” of the Pennsylvania Horticultural Society. Annually, a panel of judges rate gardens of over 300 entries submitted. They are judged by such criteria as visual effect, creativity and maintenance.

OARC won in the “Gate Way Gardens” category for three of their six locations that were a part of an on-going beautification project: *first prize* was 7100-7200 Ogontz Avenue; *second prize* for Washington Lane & Ogontz Avenue; and *third prize* for the Haines Street & Ogontz Avenue location. The awards reception took place on Sunday, October 1, 2006 at the Kimmel Center.

The project’s success is a result of OARC’s “Gateway Greening Initiative” coordinated by Steven Kuzmicki, Director of Housing & Economic Development and Al Dorman, Business District Manager. The project involved “greening” six traffic islands with plants, flowers and planting 65 trees throughout the Northwest region of Philadelphia.

“OARC, is already well known as the producers of the annual West Oak Lane Jazz & Arts Festival”, said Jack Kitchen, Executive Director, “but, we also want the community to know that OARC has many other projects intended to provide a comfortable, safe and beautiful environment for the entire Northwest Region. We hope the community will come to enjoy the many new and exciting community activities being planned.”

For information about OARC’s many initiatives, contact Denise Pride at 215-754-0013 or Info@OARCPhilly.org.

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