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Wednesday, March 28, 2007

## **PRESS RELEASE**

### **OARC and LaSalle University Announce Partnership to Revitalize Neighborhoods**

Philadelphia, PA – In an effort to enhance the overall quality of life through revitalization of the East Germantown area, LaSalle University and OARC are working in concert to develop a strategic plan over the next several months that will focus on eliminating blight, increasing homeownership, reducing crime, and stabilizing neighborhoods.

OARC is a community development corporation whose mission is to create and stimulate economic development and increase the quality of life for residents in West Oak Lane and other neighborhoods in Northwest Philadelphia.

On March 30, 2007 (10:00am) Kemble Park, located at Olney and Ogontz Avenues, will be the backdrop for the official announcement of OARC's Northwest Greening Initiative and the newly formed partnership with LaSalle University. Both serve as winning examples of OARC's many community revitalization initiatives that include cleaning and revitalizing area parks.

**OARC** takes a holistic approach towards community revitalization and collaborates with many organizations and community leaders under a framework of five "pillars" which include: Housing & Economic Development, Cleaning & Greening, Education & Community Relations, Arts & Culture and Business Development. The tree planting that is occurring at Kemble Park is part of the Cleaning and Greening Pillar as is other greening and tree plantings in Haines Street-West Oak Lane, Awbury Park, Chestnut Hill, and Nicetown.

For more information about OARC's many initiatives, please contact Denise Pride at 215-785-0013 or [dpride@OARCPhilly.org](mailto:dpride@OARCPhilly.org).

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