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**Fall 2010 Volunteer Event Planned to Brighten-up
City Heights Neighborhood**

Community members are invited to participate at upcoming neighborhood FaceLift

SAN DIEGO, Calif. — Imagine the difference you can make in one day by helping brighten up your community - and you'll have fun joining with your neighbors to do it! That's what will happen at the Fall 2010 FaceLift planned in City Heights. The San Diego Redevelopment Agency, in partnership with Community HousingWorks, the City Heights Redevelopment Project Area Committee, and Councilmember Todd Gloria invite community members to participate at this worthwhile neighborhood event.

Scheduled for Saturday, October 23, from 8 a.m. to 2 p.m., the one-day event will revitalize 12 homes on a single block of Cherokee Avenue in the Corridor Neighborhood. Volunteers will paint homes, upgrade fencing, railings, doors and lighting, repair steps, improve landscape, and clean streets, parkways, alleys and yards. Trash will be hauled away from neighboring properties, streets and alleys to dumpsters on site. Appropriate tools and supplies will be provided. A pizza lunch recognizing volunteers will take place at 12:30 p.m.

"Programs like FaceLift provide the perfect opportunity for community stakeholders to join with residents and clean-up their neighborhood," said Mayor Sanders. "These events build community by bringing everyone together to beautify the places they call home." Sanders also serves as the Redevelopment Agency's executive director.

FaceLift is a spruce-up-a-block-in-a day event accomplished through the help of community volunteers, neighborhood associations, local business and political leaders acting as a catalyst to build pride and equality. The program improves homes for low income, disabled or elderly homeowners that need assistance. Administered by the San Diego nonprofit agency, Community HousingWorks, the program has revitalized over 500 area homes in the past 15 years.

"The volunteer turnout is amazing and speaks to the commitment of neighbors wanting to help each other transform City Heights," said Councilmember Gloria. "I'm proud to participate with the community and be a part of the dramatic changes that result from FaceLift events like this."



Fall 2010 FaceLift is funded by the City of San Diego Redevelopment Agency's Community Enhancement Program, with support from the City Heights Redevelopment Project Area Committee and Councilmember Todd Gloria. Other financial sponsors include Price Charities, JPMorgan Chase, Point Loma Nazarene University and City Scene Management Company.

"This is the 26th neighborhood to be revitalized by the FaceLift effort," says Linda Pennington, FaceLift coordinator for Community HousingWorks. "We expect to have over 700 friends and volunteers from over three dozen different organizations at this event to make another corner of the city a nicer place to live."

Volunteer registration begins at 7 a.m. on Cherokee Avenue, between El Cajon Boulevard and Orange Avenue. Parking is recommended (and free) at Wilson Middle School. Shuttles will be available to take volunteers from the school to the FaceLift work site. Participants are asked to provide their own work gloves, paint clothes, sturdy shoes, sunscreen and hat. Previously used work gloves that have been washed will be available for use upon request. The first 500 people to arrive will receive a free shirt.

For more information or to request a Volunteer Waiver, please email Project Manager Linda Pennington at gizmpennington@cox.net. Waivers will also be available on the day of the event.

About the Redevelopment Agency of the City of San Diego

The City of San Diego Redevelopment Agency, created by the City Council in 1958, uses special legal and financial mechanisms to eliminate blight and improve economic and physical conditions in designated areas of the City. The Agency's purview encompasses 17 project areas, study areas and affordable housing. Activities within the project areas are carried out by the City's Redevelopment Department and two public, nonprofit city corporations: Centre City Development Corporation (CCDC) and Southeastern Economic Development Corporation (SEDC). The Agency also administers seven Project Area Committees (PAC) that advise the agency on the adoption of redevelopment plans and implementing redevelopment projects. For more information, visit: www.sandiego.gov/redevelopment-agency/.

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