



FOR IMMEDIATE RELEASE

May 27, 2021

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**REGISTRATION IS UNDERWAY FOR ARISE DETROIT!
15TH ANNUAL NEIGHBORHOODS DAY ON AUGUST 7, 2021**
*Citywide event will emphasize Covid-19 safety protocols and encourage
volunteers to get vaccinated*

"It's important to bring people together to celebrate the positive things in the city. We love Detroit and we love ARISE Detroit! We love all the partying, celebrating, building and collaborating that happens on Neighborhoods Day."

—John George, Detroit Blight Busters

Detroit – Block clubs, churches and community groups are registering for the 15th annual ARISE Detroit! Neighborhoods Day on **Saturday, August 7**. The popular citywide event features more than 100 activities and community service projects that project pride in the city.

For the second year in a row, Neighborhoods Day will emphasize state, local and federal safety protocols due to the pandemic, including vaccinations for volunteers and mask wearing and social distancing for those who have not been vaccinated.

Last year in the midst of the pandemic, ARISE Detroit! promoted its "Stay Safe: Create In Your Space" campaign, which had many groups hosting small events in homes, backyards or driveways on Neighborhoods Day.

This year, some groups may still opt to use that approach for their activities. However, Michigan Governor Gretchen Whitmer's announcement that state COVID restrictions will be lifted on July 1, clears the way for Neighborhoods Day groups to host larger gatherings with vaccinated volunteers.

"Even during the height of the pandemic, Detroiters still wanted to show their pride and love for their city and the willingness to improve their neighborhoods," said Luther Keith, ARISE Detroit! executive director. "With the state's announcement of the easing and lifting of many restrictions, particularly for outdoor events, and with more people getting vaccinated, we expect more Detroiters will want to be part of Neighborhoods Day this year."

Traditionally, the massive community service day features volunteer projects, art and music festivals, school supply giveaways, and much more.

Since 2007, ARISE Detroit! has promoted, marketed and supported a cumulative total of more than 2,500 community improvement events and service projects for the annual Neighborhoods Day.

This year's Neighborhoods Day events are posted on the ARISE Detroit! website at: www.arisedetroit.org. People looking for volunteer opportunities can contact registered groups listed on the website.

Groups can register for Neighborhoods Day for \$25 at www.arisedetroit.org. Registered groups will receive custom made banners with the names of their organizations, cleanup bags for blight removal projects, marketing support and other incentives. The registration deadline is July 15. As in past years, groups also can register to host events throughout August and receive Neighborhoods Day incentives.

Examples of possible 2021 Neighborhoods Day activities include:

- Blight removal and beautification of homes and businesses
- Homeowner spruce up and beautification projects, such as painting, mowing lawns and planting trees, flowers or shrubs
- Giveaways of school supplies and food
- Front porch, front lawn or backyard parties, barbecues, picnics and celebrations
- Music concerts and festivals
- Children's sidewalk games, chalk drawing, or other kids' activities at their homes
- Local artists displaying their paintings, sculptures and other artwork in front of homes and businesses
- Serve A Senior: Young people and others providing a service for senior citizens, such as painting a house, sprucing up a garden, delivering food, etc.
- Social distance bicycle rides

Neighborhoods Day by the Numbers

Since the first Neighborhoods Day in 2007, the citywide event has produced:

- 2,500+ Community Improvement Events
- 70,000+ Volunteers with Partner Organizations
- 1,500+ Blight Removal and Beautification Projects
- 50+ Health Fairs
- 200+ Concerts, Festivals and Art Fairs
- 200+ Back-to-School Events and School Supply Giveaways
- 70+ Adopt-a-School Projects

About ARISE Detroit!

ARISE Detroit! is a nonprofit coalition of more than 400 organizations promoting volunteerism, community activism and positive media images to create a better Detroit. For more information, visit www.arisedetroit.org.

