



FOR IMMEDIATE RELEASE

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MORE THAN 100 ORGANIZATIONS TO PARTICIPATE IN 14TH ANNUAL ARISE DETROIT! NEIGHBORHOODS DAY

***Meijer is Title Sponsor of August 1 citywide event showcasing
neighborhood improvement efforts***

***This year's theme is: "Stay Safe: Create in Your Space." Participants to practice
social distancing with front porch events and small volunteer projects***

Detroit – More than 100 churches, block clubs and community groups will engage in a wide range of community service projects and celebratory events across Detroit on **Saturday, August 1** during the 14th annual ARISE Detroit! Neighborhoods Day.

Meijer is the Title Sponsor of the event, which will showcase neighborhood efforts to improve the quality of life in the city while emphasizing safety measures due to the current COVID-19 crisis.

"The amount of participation by so many groups is truly remarkable in the face of the health challenges we are facing," said Luther Keith, ARISE Detroit! executive director. "The top priority of our board for this Neighborhoods Day was to come up with a plan to keep people safe and still allow them to show their love for their neighborhoods. The community response reflects how much Neighborhoods Day has come to mean to so many Detroiters."

In keeping with the **"Stay Safe: Create in Your Space"** theme, ARISE Detroit! is providing hand sanitizer and face masks to Neighborhoods Day groups. Meijer is supplying the hand sanitizer, and masks have been donated by United Way for Southeastern Michigan.

For the seventh straight year, Meijer is supporting ARISE Detroit! Neighborhoods Day, this time as Title Sponsor.

"At a time when many nonprofit groups are struggling to obtain resources from traditional funders because of the COVID-19 pandemic, this support is truly appreciated," Keith said. "The

funding and other resources will help contribute to the success of Neighborhoods Day and support the efforts of Detroiters across the city.”

Meijer has two stores in Detroit — one on Grand River and another on Eight Mile — and has announced plans for a third store in downtown Detroit.

“At Meijer, we strive to enrich lives in the communities we serve, which is why this event is so important to us,” said Meijer Market Director Adrian Lewis. “We love seeing how the community comes together to celebrate and enhance the neighborhoods that make Detroit so special.”

Meijer is providing gift certificates that can be used to purchase water or other materials for Neighborhoods Day. In addition, the company is providing child chalk packages for sidewalk chalk games and children’s sunglasses.

Neighborhoods Day events will include:

- Individual blight removal and beautification of homes and businesses with no more than 10 volunteers practicing social distancing with face masks and gloves
- Homeowner spruce up and beautification projects, such as painting, mowing lawns, and planting trees, flowers or shrubs
- Giveaways of school supplies using curbside pickups, instead of groups gathering to distribute supplies
- Front porch, front lawn or backyard parties, barbecues, picnics and celebrations
- Neighborhood musicians playing on front porches or lawns, and DJs playing music on front porches
- Children’s sidewalk games, chalk drawing, or other activities at home
- Neighborhood block dancing to music in front of homes or in driveways
- Local artists displaying their paintings, sculptures and other artwork in front of homes and businesses
- Young people and others performing a service for senior citizens, such as painting their house, sprucing up their garden, food delivery, etc.

All registered ARISE Detroit! Neighborhoods Day events can be found at: www.arisedetroit.org

In addition to Meijer and United Way for Southeastern Michigan, major sponsors of Neighborhoods Day include: The Kresge Foundation, Comerica Bank, Blue Cross Blue Shield of Michigan, Flagstar Bank, The Skillman Foundation, Ascension Health, Waste Management of Michigan, DivDat, Comcast/NBC Universal, Samaritan Center, Triple A True Value Hardware, Detroit Public Library, WXYZ TV, WWJ Radio and R & L Graphics.

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.