

## **FOR IMMEDIATE RELEASE**

LOCATION: Walker Square Park, 1031 S. 9<sup>th</sup> Street, Milwaukee

DATE: May 30<sup>th</sup>

TIME: 10:00 to 3:00 PM

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### **Safe & Sound Builds Collaborations to Remove the Signs of Crime and Grime on Milwaukee's Southside**

(May 28<sup>th</sup>, 2008, MILWAUKEE) -- BASURA BASH PRESS RELEASE

Together with community stakeholders, we are holding the second annual 'Basura Bash' on May 30<sup>th</sup> from 10:00 a.m. to 3:00 p.m. The Basura (trash) Bash is an effort to build upon our diversity and community pride, while removing the signs of crime and grime from the Southside of Milwaukee.

Organized by Safe & Sound and Keep Greater Milwaukee Beautiful, the Basura Bash will bring together Southside block clubs, law enforcement, Safe & Sound's Safe Places, businesses, as well as community- and faith-based organizations for neighborhood improvement activities. These activities will take place across the Southside and include: tire and graffiti removal; alley building identification numbering; vacant lot clean ups; recycling information; and a major "basura bash" in our streets and alleys. The event culminates in a fiesta at Walker Square Park, located at 1031 South 9<sup>th</sup> Street, which will include resource information, free food, games and entertainment for all those who have worked to help keep Milwaukee beautiful!

Local small business owners Inocente Hernandez, owner of Mi Pais located on 14<sup>th</sup> Greenfield Avenue, and Jose Sanchez, co-owner of El Centenario Auto Sales on 12<sup>th</sup> and Greenfield, have both been actively involved with organizing the Basura Bash and other community improvement efforts. They have both worked with Safe & Sound Community Partner Maria Sandoval to combat crime and blight along Greenfield Ave., an area once known for rampant drug, gang and prostitution activity. It all started when Mr. Hernandez and Mr. Sanchez volunteered to work on a project with a Safe & Sound Safe Place youth leadership group. They appeared in a video documentary created by youth describing the problems the community faced. Out of this effort, Mr. Hernandez became active in an anti-crime neighborhood collaboration with Maria, the Milwaukee Police Department, the Community Prosecution Unit, Safe Streets, and the local Hope House organizer. Through the Target Team, as it became to be known, work on resolving neighborhood issues brought residents together and significant strides have been made. Both Mr. Hernandez and Mr. Sanchez have donated generously to neighborhood improvement initiatives and participated with great enthusiasm. Through these collaborative efforts, we have developed closer relationships with law enforcement, Safe Place youth leaders and other business owners and residents on Greenfield. As Maria states "I found that when I ask them to help they are always willing." She continues, "they understand that our combined efforts and collaborations can make a real difference."

We have planned with our community stakeholders for an exciting day that will remove the signs of crime and grime from the Southside of Milwaukee, and we hope will lead to more community collaborations and a positive energy for change.

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