

The **AFRO**
American Newspapers
afro.com
Clean-Green Block

Don't Hide The Pride – Make A Difference in your own community!

What is the AFRO Clean-Green Block?

The AFRO Clean Block developed in 1934 by Frances L Murphy I, is the nations' oldest existing environmental program and is going GREEN! The CLEAN-GREEN BLOCK AWARDS is a summer long competition designed to promote cleaning, greening, and sustaining projects in Baltimore neighborhoods.

Community nominated blocks will be recognized monthly, and at the conclusion of competition one identified project will be rewarded with a "clean - green block" designation by showing their pride and making their neighborhood shine."

"Don't Hide The Pride – Make A Difference" theme focuses on showcasing community dignity, and encouraging residents to improve the look and harmony of their neighborhoods through unified block

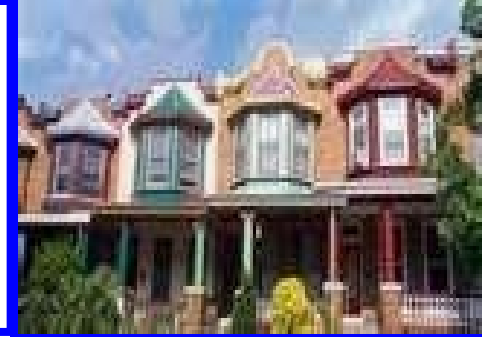


Benefits of the program

If you live in Baltimore City, then sign up your block. This year thousands of residents, public officials, and, city agencies will team up with the AFRO to help beautify Baltimore. The Initiative For A Cleaner Greener Baltimore and the DPW – Bureau of Solid Waste will provide cleaning tools and supplies. The AFRO along with other media partners will highlight participating blocks throughout during the competition.

Become a Cleaner-Greener Ambassador and nominate your community.

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cleanergreenerbaltimore



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AFRO Clean Block, the oldest environmental program in the United States, was established in 1934 by Frances L. Murphy, daughter of the founder of the **AFRO-American Newspapers**. Mrs. Murphy founded the **AFRO**-Clean Block as a response to the need of refurbishing her own community, which was faced with littered streets, unwashed windows, and weather-beaten homes. Utilizing neighborhood children, Mrs. Murphy lead trash and debris pick-ups, flower planting, painting and other activities designed to promote clean living in Baltimore City and its surrounding areas. In its first year, **AFRO**-Clean Block signed up nearly 4,000 children to participate in neighborhood beautification.

Throughout the years, **AFRO**-Clean Block has been highly recognized as an important asset to community harmony. Hundreds of communities are involved, and thousands follow the program progress through the **AFRO-American Newspaper**.

This year, in partnership with Mayor Sheila Dixon's Initiative For A Cleaner Greener Baltimore, the Afro Clean Block has gone GREEN!

Today, the **AFRO** Clean-Green Block will involve people of all ages, and neighborhood blocks across the city. The theme: "Don't Hide The Pride – Make a Difference," will encourage cleaning, greening, recycling, and sustaining premises through friendly neighborhood competition, joint aesthetic improvement projects, games, and initiatives.

Our goal is to build, cleaner, greener, healthier, safer, and smarter communities - one BLOCK at a time.

Below is a timeline of the various activities and competition judging for the **AFRO** Clean-Green Block Awards 2008:

June 11 – July 15 – registration

August 24 to 28 – judging

September 8 – winners announced

Mid-September – exact date TBA – “Neighborhood Appreciation Day”



Don't Hide The Pride – Make A Difference in your own community!

Community Name _____ Date: _____

Contact Person: _____

Phone: _____ Cell #: _____

Email: _____ Fax: _____

Mailing Address: _____ Zip Code: _____

Number of Volunteers: _____ Brief description of project (s): _____

Bags _____ Brooms _____ Rakes _____ Shovels _____ Gloves _____

Deliver Supplies To and On : _____

Pick Up Supplies From: _____

Block Designations for Trash Pick-Up: _____

DEADLINE: July 15th

MAIL REGISTRATION FORM TO:

Diane W. Hocker

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Don't make excuses. Make a difference.