



\*\*\*\*\* MEDIA ADVISORY/PHOTO OPPORTUNITY \*\*\*\*\*

## Valley Residents Lend a Hand to Better Victory Acres Neighborhood in Massive Beautification Effort

*Mayor Hugh Hallman and CPLC President and CEO Edmundo Hidalgo to kick off event*

### WHAT:

Valley volunteers are starting the year ready to roll up their sleeves and get their hands dirty for a good cause!

This weekend, *Barrios Bellos* (Beautiful Neighborhoods) will showcase the giving spirit of the Hispanic community when over 200 volunteers participate in a massive cleanup and beautification effort of the Victory Acres neighborhood in Tempe.

*Barrio Bellos* is a one-of-its-kind cleanup and beautification program developed by the Valley Toyota Dealers to help strengthen Latino neighborhoods in need throughout metropolitan Phoenix in partnership with Arizona's leading Hispanic nonprofit, Chicanos Por La Causa, Inc. (CPLC).

For this year's event, the City of Tempe is joining *Barrios Bellos* to benefit this historic Hispanic neighborhood. Through *Barrios Bellos*, volunteers will clean up neighborhood streets and help beautify buildings such as St. Margaret Church.

For more than 60 years, Victory Acres has been home to many Hispanic families. Its boundaries are University Dr. on the north and McArthur Dr. on the south, and Evergreen St. on the east to Price on the west.

### WHEN:

**Saturday, January 23**  
**Volunteer registration starts at 8 a.m.**

### WHERE:

Esquer Park at 2407 E. McArthur, Tempe AZ 85251.  
South Lebanon Lane & East McArthur Drive

### WHY:

*Barrios Bellos* is a positive first step in helping to create safe and healthy Hispanic neighborhoods throughout the Valley. Last year, nearly 250 volunteers collected nearly 17 tons of trash during a cleanup event benefiting the Carl Hayden neighborhood.

### INTERVIEWS:

- Edmundo Hidalgo, CPLC President and CEO, is available to discuss the importance of this program and the partnership with the Valley Toyota Dealers.
- Mayor Hugh Hallman, City of Tempe, can speak to the City's participation in this year's event.

### VISUALS:

- Over 200 volunteers participating in the neighborhood cleanup and beautification effort, including those working at St. Margaret Church in Tempe.
- Volunteers painting over graffiti sites and planting trees / flowers.
- Latino youth taking action to beautify their neighborhood.
- Family-friendly event with food and entertainment.

### MEDIA CONTACT:

For more information about the *Barrios Bellos* beautification program, contact Ixchel del Castillo at (602) 417-0656 (work) or at (602) 821-1996 (mobile).

###