
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

June 1, 2007

Ald. Bob Donovan
(414) 708-2096
Ald. Willie L. Hines, Jr.
(414) 286-3771

W-2 Recipients To Provide Unique Boost To Re-Energize Neighborhood Ambassador Program

News Conference Tuesday, June 5th to Announce Details

A unique group of 60 newly trained Neighborhood Ambassadors will be working this summer to help revitalize areas of the city's near south side and – for the first time – an area on the north side, Ald. Bob Donovan said.

The rebirth and expansion of the Neighborhood Ambassador program will be the topic of a news conference at 11:30 a.m. Tuesday, June 5, 2007, outside the Milwaukee Christian Center, 2137 W. Greenfield Ave. Ald. Donovan and Common Council President Willie L. Hines, Jr. will be joined at the event by several ambassadors, representatives of partnering agencies, business owners and other elected officials. Media coverage is invited.

Ald. Donovan, who has been a proactive proponent of the Neighborhood Ambassadors since the program was first initiated on the near south side in 2001, said the program had been dormant for about two years until the unique proposal to include W-2 (Wisconsin Works) participants was brought forth.

“We are pleased that UMOS (non-profit United Migrant Opportunity Services, Inc.) stepped up to propose this innovative way of having W-2 recipients take part as Neighborhood Ambassadors,” Ald. Donovan said.

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Ambassador Program Expanding/ADD ONE

“It’s a unique approach that hasn’t been tried before, and it provides a major infusion of ambassadors – literally 50 or more participants than what we have had in the past because of funding limitations,” he said.

The rejuvenation includes placing 30 Neighborhood Ambassadors in the 8th Aldermanic District (Ald. Donovan’s near south side district) and Ald. Hines’ 15th Aldermanic District on the north side. In the 8th District the partnering agencies are the Layton Boulevard West Neighbors, Journey House and the Milwaukee Christian Center. In the 15th District the partnering agencies are the Sherman Park Community Association, the North Avenue Community Development Corp., and the Renaissance Academy.

Ald. Hines said the program is offering valuable work experience and skill-building opportunities for the W-2 recipients.

“This is a win-win because the participants will be getting valuable work experience and the community is getting valuable work from the ambassadors who will be cleaning up neighborhoods and business areas, as well as acting as ‘eyes and ears’ to bolster public safety,” Ald. Hines said, noting also that a successful Neighborhood Ambassador program has been run in his district by the North Avenue Community Development Corp.

Modeled after the Downtown Ambassadors, the Neighborhood Ambassadors work during the summer months to provide a visible presence that enhances public safety, to provide information to the public, and to act as liaisons to local businesses. They also work to improve the appearance of key commercial areas, doing litter clean-ups, sidewalk cleaning, graffiti removal, tree planting, and landscaping.