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FOR IMMEDIATE RELEASE



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FOR INFORMATION CALL

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## **South Side launch of Operation Take It EZ Milwaukee set for Saturday at Cesar Chavez & Greenfield/Muskego**

The **Operation Take it EZ Milwaukee** anti-reckless driving initiative is set for its South Side launch **this Saturday, August 10 at 11 a.m.** at the intersection of **S. Cesar Chavez Dr. (S. 16<sup>th</sup> St.) and W. Greenfield/W. Muskego Aves.** There will be **activities to mark the intersection** by members of Boy Scout Troop 11, and community members and residents are invited to attend to support the initiative.

**Media coverage is invited.**

**Operation Take it EZ Milwaukee** is a pilot project that will leverage Milwaukee Police resources and private donations to target reckless driving at four city intersections: N. 60<sup>th</sup> St. and W. Capitol Dr.; N. 27<sup>th</sup> St. and W. Center St./W. Fond du Lac Ave.; S. Cesar Chavez Dr. and W. Greenfield Ave./W. Muskego Ave.; and S. 35<sup>th</sup> St. and W. National Ave.

**Alderman Bob Donovan** will be joined Saturday at the intersection by **Mayor Tom Barrett, Alderman José G. Pérez, Alderman Mark A. Borkowski, Operation Impact** representatives, as well as members of other neighborhood groups and neighborhood residents. Partners/funders from **Hupy and Abraham, Kohn Law Firm, Lamar Advertising, and Clear Channel Outdoor** are also expected to attend, and an invitation has also been extended to **Alderman Michael J. Murphy**, chair of the City-County Carjacking and Reckless Driving Task Force.

The pilot project will stretch over three months and will include increased monitoring by Milwaukee Police, a public information campaign and strong involvement by members of the community, including neighborhood groups, associations and youth organizations