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Statement on the dedication of the Jeannetta Simpson-Robinson Memorial Highway

Alderwoman Milele A. Coggs
September 17, 2020

Today we will be celebrating Jeannetta Simpson-Robinson, a woman who devoted her life to serving Milwaukee area youth, with the dedication of the Jeannetta Simpson-Robinson Memorial Highway.

Young people in Milwaukee in search of constructive activities have too often found that it is not always easy to find them. As a teenager I was able to find peer counselor training and Alcohol and Other Drug Abuse (AODA) Prevention training in the heart of the 6th District at Career Youth Development, (CYD), an organization founded by Ms. Simpson-Robinson (and her mother, Mother Claretta Simpson) as a way of turning her own personal tragedy into motivation to create opportunity for countless other youth to travel the world, gain skills in performance and television production, and to stay off drugs and help build community.

Unfortunately, Jeannetta Simpson-Robinson passed in 2008 but her legacy of love in action will live on through those she touched across Milwaukee and the region, and today the state is honoring her by unveiling the highway sign with her name on it at Northcott Neighborhood House, at 2460 N. 6th St. at noon.

It is a high honor for a person who overcame significant adversity and then dedicated her life to helping those less fortunate, and especially the city's young people.

Anyone interested can watch the dedication event via Zoom at <https://zoom.us/j/92599350924?pwd=QUk4ajlLSTVvOW9XL0F1QmpCQzdaQT09>

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