



FOR IMMEDIATE RELEASE
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MEDIA ADVISORY

Area Residents to Clean Fillmore Park on Martin Luther King Jr. Holiday

Volunteers are planning to clean up Two Rivers Park in Fillmore on January 16, 2012 as part of the National Day of Service

Fillmore, CA— More than 100 residents and volunteers from Fillmore and Ventura County are expected to turn out on the Martin Luther King (MLK), Jr. holiday to participate in the national Day of Service. They plan to honor the legacy of Dr. King by seeing the holiday as “a day on, not a day off,” working to clean up the Two Rivers Park on the corner of C and River Streets in Fillmore.

The Cabrillo Economic Development Corporation (CEDC), along with Boys and Girls Club of Santa Clara Valley - Fillmore Clubhouse and One Step a la Vez, have planned a day of service that will leverage the strength of local citizens to help tackle the local problem of trash and advance Dr. King’s dream of having everyone in the community come together to enhance and beautify the places where they live. Volunteers in Fillmore will join more than a hundred thousand Americans who will be participating in MLK Day of Service projects in all 50 states. This national day of service honors Dr. King’s legacy and commitment to transforming our nation through service to others. This milestone is a perfect opportunity for Americans to help advance economic opportunity and take action to solve problems in their communities.

Volunteers from CEDC and its Fillmore Central Station property (located at 272 Main Street), along with members of the Boys and Girls Club of Santa Clara Valley – Fillmore Clubhouse, One Step a la Vez, and local Fillmore schools, will join the City of Fillmore on January 16th, 2012, from 9 a.m. -1 p.m. to help beautify the Two Rivers Park and its surrounding bike trails. They plan to clear the park and bike trails of debris and trash, and work to enhance the beauty of the park so it can function as a safe and comfortable place for the community to gather, interact and enjoy. After a morning of cleaning the park, the volunteers will assemble for lunch and games in the park. Lunch is generously being provided by El Pescador restaurant in Fillmore.

Bryan Poole, an AmeriCorps VISTA working with CEDC and one of the organizers of the event, has been surprised and delighted by the community response. “Everyone we have talked to – residents,

restaurants, non-profits, the city – they’ve all been excited and eager to help. We are excited to see what volunteers with vision and a little elbow grease will be able to accomplish in our community.”

For more information and to volunteer for the event, please visit www.mlkday.org, <http://www.facebook.com/CEDCVC>, or <http://www.myonestep.org/>.

WHO: Volunteers from Cabrillo Economic Development Corporation and its Fillmore Central Station property, members of the Boys and Girls Club of Santa Clara Valley – Fillmore Clubhouse, One Step a la Vez, local Fillmore schools, and residents of Fillmore and surrounding Ventura County.

WHAT: Martin Luther King Day of Service: Fillmore Two Rivers Park Clean-Up

WHERE: Corner of C and River Streets, Fillmore, CA, 93015

WHEN: January 16th, 2012, from 9:00 a.m. – 1:00 p.m.

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CEDC is a private non-profit affordable home and community development corporation that provides comprehensive housing services, through a community building approach, in Ventura and Santa Barbara Counties. Since its incorporation in 1981, CEDC has built more than 1,465 units of affordable for-sale and multi-family rental homes, manages 804 affordable rental units, and has assisted more than 8,000 individuals and families with homeownership education, counseling and lending services. CEDC is a chartered member of NeighborWorks®, a national network of more than 230 community development and affordable home developers. This year marks CEDC’s 31st year of operation. See what else CEDC is doing by visiting <http://www.cabrilloedc.org/>.

The Boys and Girls Club of Santa Clara Valley – Fillmore Clubhouse is a non-profit organization and an affiliated Club of the Boys & Girls Clubs of America. They offer programs and services that promote and enhance the development of boys and girls by instilling a sense of competence, usefulness, belonging and influence. The mission of the Boys and Girls Club is to enable all young people, especially those who are most in need, to reach their full potential as productive, caring, responsible citizens. The Club provides: a safe place to learn and grow; ongoing relationships with caring, adult professionals; life-enhancing programs and character development experiences; and, finally, hope and opportunity. For more information, visit <http://www.bgcscv.org/>.

The name One Step a la Vez was chosen by Fillmore-Piru youth to show that you can always take “one step at a time” toward a positive future. The name includes both English and Spanish to reflect and value the dual heritage of the community. For more information, visit <http://www.myonestep.org/>.

The Corporation for National and Community Service leads the annual MLK Day of Service, working with the King Center in Atlanta and thousands of nonprofit groups, faith-based organizations, and schools and businesses nationwide. For further information about MLK Day of Service and what’s taking place across the country, visit MLKDay.gov.

The Corporation for National and Community Service is a federal agency that engages more than five million Americans in service each year through its core programs, Senior Corps, AmeriCorps, and Learn and Serve America, and leads President Obama's national call to service initiative, *United We Serve*. Visit NationalService.gov for more information.