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# DIGITAS

## DORCHESTER MIDDLE SCHOOL STUDENTS PITCH IN FOR COMMUNITY BEAUTIFICATION

*Boston Shines 365, Project RIGHT and Digitas Team Up with Students and Community Members to Bring Murals, Paint and Plantings to Grove Hall Neighborhood*

BOSTON - For Immediate Release - Digitas, a Boston-based global marketing and media company, announces that more than 300 employees will partner with Boston Shines 365 and Project RIGHT to work alongside student and faculty volunteers of the Lilla G. Frederick Middle School to prune, paint, pick-up, and generally spruce-up the school and the Greater Grove Hall community. As a marketing and interactive design agency, the employee volunteers are able to donate unique skills to the effort such as artistry, design, carpentry and project planning, among others.

"Volunteer Day is something we look forward to throughout the year and we're excited to donate our time, energy and skills to the Grove Hall community," said Glenn Engler, president, Digitas Boston Region. "As an agency that helps global brands build community with people, community outreach and involvement are at the heart of our culture."

Boston Shines 365, Mayor Menino's year-round neighborhood clean-up and community service program, provides tools and materials to help volunteers successfully complete projects in Boston neighborhoods. Project RIGHT is a local organization that promotes involvement in neighborhood stabilization and economic development within the Greater Grove Hall community (Roxbury and North Dorchester).

"Boston Shines 365 is more than providing physical service opportunities for volunteers in the neighborhoods of Boston," said Allison Rogers, Coordinator, Boston Shines 365. "It's about strengthening community and building new partnerships to move Boston forward and make a difference in the lives of all our residents."

"As peer educators, we want to join this neighborhood clean up. We are always asking our friends to join community service projects," said Kevin Thomas, Youth Outreach Worker, Project RIGHT.

After weeks of preparation, volunteers will complete projects that include:

- > Lilla G. Frederick Middle School Makeover:
  - o New indoor murals to inspire the students
  - o Outdoor painting and clean-up of school yard
  - o Indoor year-end clean-up of classrooms
- > Quincy Street Beautification:
  - o Landscaping, clean-up and fresh paint for the Jermaine Goffigan Park
  - o Spruce-up, clean-up of Quincy Street Park and adjacent road, and area in front of Roxbury Youth Works

-- more --

- > Children's Park and King School Park Rejuvenation:
  - o Splashes of vibrant color and restoration of existing murals
  - o Spruce-up, clean-up of both parks
- > Puddingstone Park Clean-up:
  - o Spruce-up, clean-up of park and in addition, the vacant lot adjacent to Burke School
- > Dacia Street Refresh:
  - o Spruce-up, clean-up and fresh paint for this well-traveled area
  - o Landscaping efforts lent to improve the view of nearby foreclosed property

**DATE:** Friday, June 26, 2009

**TIME:** 10:00 am - 3:00 pm

**LOCATIONS:**

- > Jermaine Goffigan Park, intersection of Blue Hill Avenue and Quincy St, Dorchester, MA 02121
- > Quincy Street Park, on Quincy Street next to Jermaine Goffigan Park, Dorchester, MA 02121
- > Roxbury Multi Services Center, 317 Blue Hill Avenue and Roxbury Youth Works, 321 Blue Hill Avenue, Dorchester, MA 02121
- > Children's Park, 81-85 Intervale St., near intersection with Fernboro St, Dorchester, MA 02121
- > King School Park, 118 Intervale St., at corner of Coleus Park, Dorchester, MA 02121
- > Lilla G. Frederick Middle School, 270 Columbia Road, Dorchester, MA 02121
- > Puddingstone Park, at corner of Seaver St. and Normandy St., Dorchester, MA 02121
- > John Winthrop Playground on Dacia Street (between Brookford and Dewey), Dorchester, MA 02125

**About Boston Shines 365**

Boston Shines 365, Mayor Thomas M. Menino's year-round neighborhood clean up and community service program provides the tools and materials to help volunteers successfully complete projects in every neighborhood in Boston. Boston Shines 365 provides an opportunity to work side by side with neighbors, corporate volunteers, universities, neighborhood businesses, public organizations and private agencies. Projects include, general clean up, landscaping and painting that take place at community centers, schools and parks. As part of the program, there is an annual citywide clean up that brings out thousands of volunteers from across the city each year to make the city shine. For more information please visit <http://www.cityofboston.gov/neighborhoods/bostonshines.asp>

**About Project RIGHT, Inc.**

Project RIGHT, Inc. (PRI) is a collaboration of over 40 neighborhood resident associations, tenant groups, community agencies and faith-based institutions that organizes on public safety , violence prevention and other quality of life issues in the Grove Hall neighborhood. PRI was formed in 1991 and works on several prevention initiatives with numerous partner agencies, including the City of Boston and Lilla G. Frederick Pilot Middle School. <http://www.projectright.org/>

**About Digitas**

Digitas is a leading digital marketing agency, helping the world's biggest brands develop, engage and profit from building profitable relationships with their customers. The Agency pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. Digitas also operates the brand content platform, The Third Act., the independent healthcare marketing brand, Digitas Health, as well as Prodigious Worldwide, the world's only standalone, global digital productions company. With sister agencies Starcom MediaVest, ZenithOptimedia and Denuo, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Paris-based Publicis Groupe S.A. is the world's fourth largest communications group, the world's second largest media counsel and buying group, and a global leader in digital and healthcare communications. With around the world activities spanning more than 104 countries on five continents, the Groupe employs as many as 44,000 professionals.

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