

**Immediate Press Release:**

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**ATLANTIC CORRIDOR COMMUNITY GRANTS ANNOUNCED FOR PHASE TWO**

Eleven North Atlantic community groups will receive a total of \$80,000 in funding and technical grant management assistance to build a stronger North Atlantic community.

The Long Beach Community Foundation's \$80,000 in funding for the **Leadership Long Beach Atlantic Corridor Phase Two Project**, popularly referred to as the **Connected Corridor** [www.connectedcorridor.org](http://www.connectedcorridor.org), marks the second funding phase of community-based grants to strengthen the Atlantic Corridor. This project is made possible by the **John S. and James L. Knight Foundation**.

"We continue to build momentum as we move along Long Beach's Atlantic Avenue Corridor. For the many people that have been involved in the connectivity process, this creates energy and excitement! Sharing resources and collaborating are all part of this transformational project. The grants are really just an added bonus" said Carina Cristiano Leoni, *Connected Corridor* Project Director.

Building momentum happens through the involvement and participation of local residents, businesses, local organizations, and neighborhood groups – both formal and informal. Longfellow Legacy Foundation Board Chairman, James Zellerbach states, "Whether our organization received a grant from the Connected Corridor or not, we are committed to working with the Atlantic Corridor Project because of the impact it has on developing relationships and building a sense of community."

Jim Worsham, President and CEO of the Long Beach Community Foundation, commented: "We continue to be impressed with the outcomes of the Connected Corridor project. Implementing the project's goals – creating connectivity and empowering stakeholders – has brought new energy to the many diverse groups along Atlantic Avenue, and Carina Cristiano Leoni has done an admirable job of managing the project for Leadership Long Beach in the spirit of the Knight Foundation's *Transformation Initiative* for Long Beach."

Grant recipients include: Hughes Green Team, Uptown Coalition, Longfellow Legacy Foundation, Bixby Knolls Business Improvement Association, Alive Theatre, Long Beach Shakespeare Company, Historical Society of Long Beach, EverythingLongBeach.com, Boys & Girls Club, Jammin' Music, Fairfield Family YMCA, and Long Beach Nonprofit Partnership.

**LLB Connected Corridor Project Phase Two Grant Recipients and Programs:**

The **Hughes Green Team** has a three-fold "Hughes Go Green" project: 1) use ecologically responsible methods to redesign the landscaping around the school's front entrance; 2) act as a flagship for sustainable living in the local community; 3) build a broad participant base for this program and position the school facility as the local civic center. This group will educate the school and surrounding community about the ecological impact landscape design choices have

on the environment. They will engage students and staff directly in the process of environmental change and sustainable living.

The **Uptown Coalition** is a grassroots group of friends and neighbors who were once working separately in the community and are now brought together through the *Connected Corridor* project. Their project creates a weekly event that serves up a wide variety of shopping, networking, eating and playing to a diverse group of people living and working in the Phase Two area. The weekly event is planned as a Long Beach Sunday Market at noon in a family-friendly setting. Market attendees may buy food for the week, have a picnic, play a little chess and/or catch up on the coming attractions in the local community. Music, gardening, art-making workshops, cooking demonstrations and an *Open Mic* for local groups, schools and neighborhood associations will be among the attractions.

**Longfellow Legacy Foundation (LLF)** will expand its ongoing efforts to connect the families at Longfellow Elementary school with local community organizations and businesses to create sustainable partnerships. A group of parents at Longfellow Elementary founded LLF out of concern about the drastic budget cuts threatening critical school programs. LLF's efforts to save school programs, such as after-school tutoring, include reaching out to existing community resources. A portion of the *Connected Corridor* funding will allow Longfellow to maintain and expand an existing partnership with Long Beach BLAST (Better Learning After School Today) to provide after-school tutoring to Longfellow students who are reading at below-proficient levels. Funding will also enable LLF to foster community connectivity through educational partnerships with Rancho Los Cerritos, along with creating school fundraising events that will encourage patronage of the businesses along the Connected Corridor. LLF's project will demonstrate that schools and the community-at-large can benefit from sustainable community partnerships.

**The First Fridays Collaboration** between the **BKBIA, Long Beach Shakespeare Company, Historical Society of Long Beach, and Alive Theatre** will enhance the First Fridays experience in Bixby Knolls for the months of August to December by combining not just the grant monies to support the event, but the creative spirit and energy among the groups. The First Fridays Collaboration has outlined a plan of what each group can do to help theme each month using their venues on Atlantic Avenue as well as their resources such as actors, performers, and more. The focus of the event shall remain art-focused (visual, performing) but will also add components to be family-friendly with a goal to include a broader audience in Bixby Knolls and city-wide.

The **Historical Society of Long Beach** received *Connected Corridor* funding support to continue their efforts in preserving the rich history of Long Beach.

**EverythingLongBeach.com** is a locally-focused website by Barbara Hollbrook. Not only does she promote small businesses and neighborhood groups along the Atlantic Corridor, but citywide! In this website format, free press releases and feature articles about local businesses and nonprofit organizations are published daily. This project will help stakeholders gain increased media attention by providing guidelines on how to submit effective press releases. EverythingLongBeach.com is Long Beach's newest "hyperlocal" community website to create connectivity and empower stakeholders.

The **Boys & Girls Clubs of Long Beach** will host drumming circles on Friday afternoons for members of the community at Scherer Park. Youths from the Clubs will set up the circles, and local professional drummers will lead them. This program is being conducted in partnership with Jammin' Music. Starting date and time will be announced soon. The Boys & Girls Clubs of

Long Beach is a 501 (c)(3) founded in 1939 to provide safe after-school activities. Eleven Club sites serve 5,800 youth from ages 6 to 18.

**Jammin' Music** is a music education center located on the Atlantic Corridor. Their project will connect community through music by providing music education and drumming activities to underserved youth in the Phase Two area. Music lesson scholarships for Phase Two area low-income youth who show promise on their chosen instrument is also part of their project. Jammin' Music will partner with other local organizations such as the Long Beach Eastman/Fairfield Boys & Girls Club in order to continue the connectivity of the *Connected Corridor* project by sharing resources and working together.

**Fairfield Family YMCA** has enlisted the artistic talent and expertise of Italian artist Laura Lacinati to create a community youth art mural on the exterior building wall facing Atlantic Avenue. To reflect Long Beach's 2008 designation as the *Aquatics Capital of America*, the mural will portray water safety and fun. Incorporated in the project is a four-week learning session in which youth will learn about aquatic safety, good health, drawing techniques, and painting. The project's goal is to engage community youth to gain a greater appreciation of the arts through this process.

In addition to funding, grantees will have access to technical assistance from the **Long Beach Nonprofit Partnership (LBNP)**, which will assist with building their organization's capacity, monitoring project progress and addressing unique project needs in a timely manner. LBNP is a valuable resource to our grantees, and we look forward to continuing our LBNP Partnership in Phase Two.