

# **Building a Better Boyertown**

*Special people working together to preserve a proud heritage,  
creating a solid foundation for a bright tomorrow.*

To: Media  
From: Adrienne Blank, Main Street Manager  
Date: June 19th, 2017  
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For **Immediate** Release:

## **Building A Better Boyertown awarded Community Greening recognition for 150<sup>th</sup> Anniversary Garden, Harrisburg PA.**

On Tuesday, June 13<sup>th</sup>, 2017, Building A Better Boyertown was awarded the Safe Clean and Green Award for Community Greening for the 150<sup>th</sup> Anniversary garden, during the Pennsylvania Downtown Center's 30<sup>th</sup> Anniversary Gala in Harrisburg. The 150<sup>th</sup> Anniversary garden was paid for by the James K. and Nancy Lang Boyer Family Fund of the Berks County Community Foundation, specifically funded for native plants. Building A Better Boyertown partnered with the Ellixson Tae Kwon Do Academy to place the native garden in the Gardens of Boyertown, backing up to the natural migration railroad corridor of the Colebrookdale Railroad Preservation Trust. This garden brings native plant diversity to the urban core, in support of the animals and insects, passing through the greenway corridor. BBB would like to thank both the 150<sup>th</sup> Anniversary committee, the BBB tree committee, the James K and Nancy Lang Boyer Family Fund, and all the volunteers who made this happen, especially Donnie and his family and team of Black Belts who volunteered more than 210 hours to make this beautification project a reality. Please see pictures attached below.

***BBB is a non-profit Main Street Revitalization Organization that is dedicated solely to the revitalization of the designated Downtown Boyertown community. We provide Outreach, Business Retention Assistance, Business Recruitment for vacant properties, Visual Merchandising Assistance, Façade Grant Assistance, Promotional Activities and Events, and more, per the National Main Street's Four Point Approach to communities. BBB is a strong advocate for the Boyertown Community initiative and is active in many strategic partnerships which promote revitalization and reinvestment in the community.***



From left to right, Donnie Ellixson Jr. of Ellixson's Tae Kwon Do Academy, Adrienne Blank Main Street Manager, Emma Dinnocenti Main Street Assistant Manager, Marianne Deery Mayor of Boyertown.





