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BALSAM CURTIS NEIGHBORHOOD GETS SPIFFED UP THANKS TO RESIDENTS AND ROTARY

As a true example of community pride, residents of the Anaheim neighborhood known as Balsam-Curtis joined together with members of the Anaheim Rotary Club in a cleanup day this past Saturday (Feb. 27). The event was held in conjunction with Anaheim Beautiful's Adopt-A-Neighborhood program that was initiated in the same neighborhood seven years ago.

In truly a collaborative effort, Rotarians, representatives from several City departments including Community Services, Code Enforcement and the Police Department, as well as Anaheim Beautiful members, donated their weekend time to collect trash along the streets of the neighborhood. Additionally, Superior Graffiti Removal, a business member of Anaheim Beautiful, was on hand to rid the neighborhood of any graffiti found during the clean up.

"Our Rotary Club is extremely proud of the fact that we were the first organization to develop the Adopt-A-Neighborhood program together with Anaheim Beautiful back in 2009," said Rotarian and event organizer Steve Rosco. "We've seen the progressive improvements in this area since the time we first worked hand in hand with the residents to beautify their surroundings. I am really pleased to see the good turnout we had this morning from our club and the City but more

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BALSAM CURTIS NEIGHBORHOOD CLEANUP

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importantly, the number of residents who came out to help. We had several children join us in our clean up efforts. Demonstrating to them how to take pride in their community is what it is all about. ”

Rosco also indicated that this cleanup day was not a one-time event. The Anaheim Rotary has plans to return on a quarterly basis with the goal of having a long-term impact on the beautification of the neighborhood.

Although this was the first neighborhood to benefit from Anaheim Beautiful’s Adopt-A-Neighborhood program, and the first to receive a repeat visit from their sponsoring organization, it is not the only area in the city where the program is underway. Be on the lookout for more programs thanks to other community organizations. Anaheim Beautiful welcomes businesses, churches and other groups to join in this citywide effort.

For more information on how to get involved in Adopt-A-Neighborhood, or other Anaheim Beautiful programs, please visit www.anaheimbeautiful.org.

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Photo Caption: Anaheim Rotary’s Adopt-A-Neighborhood cleanup crew is ready to get to work in the Balsam-Curtis neighborhood. The club is re-visiting the area after a very successful program in conjunction with Anaheim Beautiful in 2009.

Photo Caption: Young residents from the Balsam-Curtis neighborhood check in to get their clean up gear and other goodies from the City of Anaheim Neighborhood Services table at the Anaheim Rotary/Anaheim Beautiful Adopt-A-Neighborhood Clean Up event held Saturday, Feb. 27.