



GEARING UP FOR GREEN UP

Introducing Green-Up Month

Over the past 12 years, Green-Up Day has grown so large and successful that we have decided to expand the event over a longer period of time. Therefore, starting this year, the citywide greening of our parks will be called Green-Up Month, with different parks participating on each Saturday over the month. Also included in this new and improved Green-Up Month are Earth Day, *New York Cares* Spring Clean-Up Day, and *You gotta have Park!*

When will it take place?

Green-Up Month will begin with a big kick-off day on **April 19** and culminate with *You gotta have Park!* celebrations on **May 17 and 18**. In between those days, parks groups, clustered by community board district, will host individual green-up outings -- days of painting, cleaning, planting, and generally sprucing up for the coming park season.

Greening by Community Board

To schedule Green-Up Month, we're setting Green-Up dates in geographical clusters. This will allow us to focus our efforts on limited areas so we can best ensure that tools and supplies (gloves, paint, garbage bags, etc.) and souvenirs are delivered efficiently. It will also make it easier for us to do preparation and trouble shooting (like making sure that park houses are open) and to personally visit as many of the sites as possible.

Getting Started

If you'd like to participate in Green-Up Month, you'll first need to know which day has been scheduled for your park. To find out, call your Outreach/Volunteer Coordinator. If you do not have her or his number, please call 212-360-1357. The Coordinators will also work with you to make tools available, help with publicity, and provide any other needed assistance.

PLANNING SUCCESSFUL SPRING EVENTS

The tips presented here were drawn from interviews with leaders of numerous community-based parks groups and presented at our February 8th and 15th training workshops entitled "Planning Events and the Year Ahead." To receive workshop informational packets, contact Michelle Solomon, Technical Assistance Coordinator, at 212-360-8186.

SPRING EVENTS

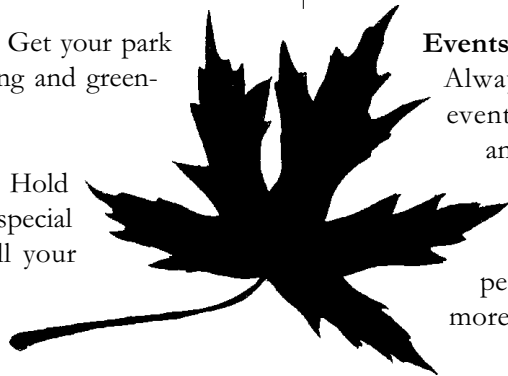
Many groups celebrate the beginning of the park season by holding a special event to bring people back into the park after those long winter months away. Here are some suggestions for your park:

Easter, March 30: Celebrate with an egg hunt for children and a visit from the Easter Bunny.

Earth Day, April 26: Hold a festive and educational fair in honor of Mother Earth. Invite environmental groups to set up informational tables, conduct ecology experiments for kids, sell enviro-friendly crafts, and lead tours of your park's ecosystem.

Green-Up Month, April 19 - May 18: Get your park ready for spring and summer by cleaning and greening (see article above).

***You gotta have Park!*, May 17 & 18:** Hold a party in your park to celebrate how special it is to your neighborhood. Invite all your neighbors and entertain them with music and games.



WHY EVENTS MATTER

Those Who Use The Park Care About the Park

People may come just because of the event, but they'll remember later how much they enjoyed the park and will be more likely to protect it and treat it as their own.

Events Make Your Group Look Good

If you want your group to have credibility, nothing is more impressive than a well produced and attended special event.

Events Can Raise Money

With permission from Parks, you can get local businesses to sponsor your event; or you can sell things -- such as t-shirts or raffle tickets -- to benefit the park.

Events Can Bring You New People

Always have a staffed information table at your events so that people can learn about your group and sign up to become volunteers or members.

Events Make the Park Safe

The more people in a park, the safer it is. Once people come into a park for a special event, they're more likely to come back on a regular day.

WORKSHOPS: PAST AND FUTURE

Our training workshops continue with **Green-Up Month Training Sessions**, scheduled to take place in each borough in late March or early April. They will cover publicity, member recruitment, and managing everything on the day of your Green-Up event. For more information and to sign up, contact Michelle Solomon at 212-360-8186.

Informational packets about **Fundraising, Event Planning, Alliance Building, and Crime and Safety** provided at our earlier workshops are now available for general distribution. To request one or more of these packets, which are filled with practical tips and real world examples, contact Michelle Solomon at 212-360-8186.

WHAT'S UP AT PARKS?

THE GREENSTREETS PROGRAM

Greenstreets is a new Parks initiative which takes barren traffic triangles and malls and makes them green with trees and shrubs. As part of the program, Parks seeks *Greenstreets Partners*, community groups and volunteers willing to sponsor sites by helping to water, weed, and pick up around the new plantings. Parks has already completed several Greenstreets sites and many more are planned. If you are interested in becoming a Partner, would like information on the proposed sites in your neighborhood, or would like to suggest sites, please call Doug Pfeister at 212-360-1369.

URBAN PARK RANGERS

Parks & Recreation's Urban Park Rangers run education programs, lead tours, operate nature centers, host special events, and teach natural history to school children. They also actively care for parks by enforcing regulations and by promoting conservation.

The Rangers Are At Your Service

Local parks groups are invited to take special advantage of the Rangers' services. The Rangers will design specialized tours for your park that address your specific interests. The Rangers can also become your direct contact on ecological issues and perhaps co-host events with you.

For information on Ranger tours and programs, please call 800-201-PARK.

For information on Specialized Ranger Programs, please call 212-360-2774.

WORTH A THOUSAND WORDS

Photograph your park and send us copies! Beautiful photos of your park or of your group in action can be used for any number of things: you can use them to solicit donations, make them into postcards to sell, or include them in grant applications. Partnerships is planning a photo contest in the not-too-distant future in order to collect great images of the City's parks. We will be looking for images from all seasons, so take photos of your park whenever you can and watch out for updates on our contest.

SIGN UP NOW! for "Wild New York: The Politics of Preserving and Planting Wetlands, Woodlands, and Meadows," at The New School. The two-session course, which includes field trips, will be led by Marc Matsil, Chief of the Natural Resources Group at Parks & Recreation. Register by phone at 212-229-5690. (Begins April 26, 9:00 to 4:00 pm, \$85)



Partnerships for Parks



CITY PARKS FOUNDATION

830 Fifth Avenue
New York, NY 10021

Address Correction Requested

NEWS FROM THE BOROUGHES

Manhattan: Congratulations to Christine Riley on winning the Black Achievers Community Award from Parks' Ebony Society. Christine was honored for her work at St. Nicholas Park, where she supervises a Summer Youth Employment Program crew and regularly participates in Green-Up Day and Clean-Up Day.

Staten Island: This year's annual Beach Clean-Up, scheduled for April 26 and part of Green-Up Month '97, is apt to be a huge success. So far the Army's National Guard, the *Staten Island Advance*, Nickelodeon, the Red Cross, and a bundle of community groups have signed on to the effort.

Brooklyn: Partnerships has hired a new, part-time Outreach Assistant, Ruby Velez, and is in the process of hiring a full-time Outreach Coordinator. We are excited to welcome Ruby, who brings to the job enthusiasm and a background in environmental organizing.

Bronx: On February 23, over 60 park lovers participated in the third annual Bronx Parks Speak Up, sponsored by the Bronx Council for Environmental Quality, Bronx Green-Up, Friends of Van Cortlandt Park, and Bronx Parks.

Queens: Extra! Extra! Read All About It! The inaugural issue of the Flushing Meadows-Corona Park Newsletter is now available. Call 718-760-6561 for a copy of this useful guide to Queens' largest park.

HELPFUL NUMBERS

<i>Partnerships for Parks</i>	212-360-1310
To volunteer or to join your local parks group:	212-360-1357
For recorded information about special events:	212-360-3456
To report graffiti, vandalism, or crime:	800-201-PARK

Partnerships for Parks works to increase community support for parks throughout New York City. Founded in 1995 as a joint initiative of the City Parks Foundation and Parks & Recreation, *Partnerships* strengthens groups that care for local parks, links these groups so they are stronger collectively, and promotes citywide appreciation of our public spaces.

Tim Tompkins, Director

This issue of the Leaflet was written by Michelle (Wisdom) Solomon



CITY PARKS FOUNDATION



City of New York
Parks & Recreation
Rudolph W. Giuliani, Mayor
Henry J. Stern, Commissioner

NON-PROFIT ORG.
U.S. POSTAGE
PAID
NEW YORK, NY
PERMIT #9814