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FOR IMMEDIATE RELEASE

DETROIT COMMUNITY INITIATIVE LAUNCHES SIGN BLIGHT FIGHT

Non-Profit to remove illegal signs on April 25, 2009 and May 2, 2009

(April 15, 2009, Detroit, MI) – Familiar signs like, “Get Cash Fast” and “We Buy Houses” are taking over many of the City’s neighborhoods, leaving no public utility pole, tree or abandoned house behind. While the problem isn’t the service being peddled, sign blight is illegal.

The Detroit Community Initiative, in collaboration with members of The Keep Detroit Beautiful Task Force, Next Detroit and local block clubs is coordinating the citywide initiative over the course of two weekends: Saturday, April 25, 2009 and Saturday, May 2, 2009. Volunteers will canvass the Seven Mile Road area from I-94 to Telegraph Road, removing illegal signs from utility poles and public berms and medians.

“Sign blight is one of our community’s most visible, unaddressed problems,” said Mike Fisher, CEO at DCI. “Not only is it illegal, but it does nothing for the beautification of our city. Let’s fight sign blight on every street and corner!”

The purpose of this initiative is to increase public awareness of blight violations, while improving neighborhood safety and beauty. With the help of other community groups and city workers, more than 15,000 signs have been removed in the last three years. DCI encourages everyone to join this year’s fight.

Founded in 1995, DCI is a non-profit organization whose mission is to design, implement and collaborate with others to provide a comprehensive series of programs in fields such as neighborhood economic restoration, affordable housing development, resource referral assistance for families, youth development and community education.

For more information or to volunteer, please contact the Detroit Community Initiative at 313.368.0240 or on the web at www.detroitcommunity.org.