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**MEDIA ADVISORY**  
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**MAYOR NEWBERRY AND SUPERINTENDENT SILBERMAN CELEBRATE FOURTH ANNUAL  
LEXINGTON NEIGHBORHOOD BACK-TO-SCHOOL RALLIES**

*Lexington Community Provides 8,000 School Children with Supplies at Back-to-School Rallies*

**LEXINGTON, KY.**— Mayor Jim Newberry and Superintendent Stu Silberman celebrate the fourth annual Ready, Set, Go! Lexington Neighborhood Back-to-School rallies.

**WHAT:** LexLinc is hosting a news conference to celebrate the fourth annual Ready, Set, Go! Lexington Neighborhood Back-to-School rallies. This year, 18 rallies will provide 8,000 low-income school children with backpacks and school supplies that will help them succeed in the coming year.

**WHEN:** The news conference will begin at 11:00 a.m. on Saturday, August 8, 2009.

**WHERE:** Live news conference and announcements will take place at the stage in Douglass Park, 726 Georgetown Street, as part of the Georgetown Street rally.

**WHO:** Mayor Jim Newberry, Superintendent Stu Silberman, Wanda Bertram (Executive Director, LexLinc), Michael Haskins (President, Georgetown Street Neighborhood Association), Jessica Berry (Georgetown Street Rally Coordinator) and Cliff Feltham (Statewide Media Relations Manager, Kentucky Utilities).

**WHY:** On August 8, hundreds of volunteers will hold simultaneous back-to-school rallies in 18 neighborhoods to distribute school supplies to 8,000 children.

Parents can register from 8:30 to 10 a.m. at any of the sites. Their children will then receive bracelets that are color-coded for their grade level. Parents unaccompanied by their children will be the last registered for any remaining supplies. All sites will have supplies for pre-K through high school.

At 10 a.m., each site will feature speakers and activities such as inflatables, information booths, games and family fun. Lunch will be served at 11 a.m., and school supplies will be distributed between noon and 1:30 p.m.

The theme this year is “Live Green Lexington.” The city Department for Environmental Quality and its community partners, such as Bluegrass PRIDE, will be on hand to educate children, families and neighborhoods about recycling and healthy environmental practices.

Each neighborhood solicited its own grassroots support, planned its activities, entertainment, speakers and door prizes. LexLinc provides central coordination and raises funds to purchase the school supplies.

The 8,000 backpacks were purchased by E.ON U.S., the parent company of Kentucky Utilities. The school supply kits were purchased thanks to the generous donations from more than 90 organizations and individuals in the Lexington community totaling more than

\$70,000. For the second year, the Department of Environmental Quality of the Lexington Fayette Urban County Government was the largest sponsor of the school supplies.

The Douglass Park rally is the model on which this system of neighborhood rallies is based.

Following is a list of the 18 rally locations:

- Cardinal Valley Park, 2007 Cambridge Dr.
- Carver Neighborhood Center, 522 Patterson St.
- Castlewood Park, 201 Castlewood Dr.
- Coolivan Park, 550 West Sixth St.
- Douglass Park, 726 Georgetown St.
- Duncan Park, 530 North Limestone
- First Baptist Bracktown Church, 3016 Bracktown Rd.
- Gainesway, 1165 Centre Pkwy.
- Greater New Hope Christian Center, 1719 Jennifer Rd.
- Green Acres Shelter, 1560 LaSalle Rd.
- Imani Missionary Baptist Church, 1555 Georgetown St.
- Marlboro Park, 561 Benton Rd.
- Pralltown Park/Lou Johnson Park, 190 Lou Johnson Way
- Rock/LaRoca United Methodist Church, 1015 North Limestone
- Russell Cave Church of Christ, 1841 McCullough Dr.
- Spiegel Heights Park, 424 Spiegel St.
- Temple of Prayer, 549 Parkside Drive
- Woodhill Park, 457 Larkwood Dr.



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