



## ***NEWS RELEASE***

**FOR IMMEDIATE RELEASE**

**Media Contact:** Katrina Hanson, Healthy Blocks Manager, NeighborWorks® Rochester  
(585) 325-4170 ext. 320 OR Rachel Atwood, Development and Communications  
Coordinator, (585) 325-4170 ext. 322, [ratwood@nwrochester.org](mailto:ratwood@nwrochester.org)

### **NeighborWorks® Rochester Awarded \$35,000 Through Daisy Marquis Jones Foundation**

*-Money to support NeighborWorks® Rochester's Healthy Blocks Program-*

**ROCHESTER, N.Y., April 8, 2010** - NeighborWorks® Rochester, a nonprofit organization and member of the national NeighborWorks® Network, announced today that it has been awarded a \$35,000 grant through the Daisy Marquis Jones Foundation.

The money will support NeighborWorks® Rochester's Healthy Blocks program. Within Healthy Blocks, NeighborWorks® Rochester works with residents in transitional neighborhoods to make exterior housing improvements, address quality of life issues, support business development and assist with neighborhood marketing and branding.

"This funding will have a significant impact on our neighborhood work," said Healthy Blocks Manger, Katrina Hanson. "It will allow us to build staff capacity, which will in turn increase our ability to assist Rochester residents with improving their neighborhoods. As resources become scarcer in our challenging economic times, foundations like Daisy Marquis Jones make it possible for us to continue to strengthen, sustain and promote city neighborhoods," continued Hanson.

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Healthy Blocks was first started in 2005 in the Swillburg neighborhood. In 2005, the average home sales price in the Swillburg neighborhood was \$48,216. In 2008, after three years working with Healthy Blocks, Swillburg average home prices rose to \$89,233. Because of the success of the Swillburg neighborhood, there are now two additional Healthy Blocks neighborhoods in the city of Rochester – Brooks Landing and E. Main Atlantic.

NeighborWorks® Rochester, [www.nwrochester.org](http://www.nwrochester.org), is a 31-year-old Community Development Financial Institution (CDFI) working in the City of Rochester. Our mission is to collaborate with people and partners to strengthen, sustain and promote city neighborhoods.

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