



# NEWS RELEASE

City of New Rochelle, New York

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**FOR IMMEDIATE RELEASE**

**March 15, 2018**

## **City Launches North Avenue Outreach Program**

*Partnership between Youth Bureau, Police and Parks & Recreation departments targets afterschool youth along City's busiest corridor*

After the overwhelming success of a three week pilot program aimed at improving the flow of afterschool students walking along North Avenue and promoting positive behaviors, the New Rochelle Youth Bureau has received funding to continue through the end of the year.

The North Avenue Outreach Program was created by the New Rochelle Youth Bureau to engage and interact with students after dismissal from school and build relationship between Youth Bureau staff and local businesses along North Avenue, especially between Eastchester Road and Lincoln Avenue between 3-5PM on weekdays. The program is in partnership with the New Rochelle Police Department and the Parks and Recreation Department and works in tandem with the City School District.

"We are encouraged by the inaugural success of this program, for the business and student communities and also for our community at large," said City Manager Chuck Strome. "North Area is a vital corridor our City, and this partnership is proving to be valuable in contributing to its continued health and well-being."

"This program connects key City departments with key stakeholders in the area," said Youth Bureau Executive Director Kelly Johnson. "The City's youth, the local businesses and their customers, and residents in the area will all benefit from stronger and better relationships."

"This Youth Bureau program is a great initiative," said New Rochelle City School District Superintendent Dr. Brian Osborne. "It is an excellent example of how the City complements the School District's programs to ensure that our students are safe after school hours in the surrounding community. I thank the City for its innovation in establishing this program, and its willingness to take this opportunity to create a safer climate and culture in and around New Rochelle High School."

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