



Scranton City Pride Media Kit

June 2-11, 2023



2023 Media Kit

The 'grass' roots of our story

Scranton City Pride dates back to the mid-1990s when Scranton Tomorrow leaders organized a grass roots effort to help beautify the city they loved. Since then, the project has grown with the community.

Scranton City Pride is a joint project of Scranton Tomorrow, NeighborWorks Northeastern Pennsylvania, and United Neighborhood Centers (UNC) of Northeastern Pennsylvania. An annual tradition held during the first week of June, hundreds of volunteers participate in clean-ups and community development projects in every section of Scranton. Together, they're on a mission to preserve and enhance the beauty of this historic city.

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The impact of our efforts

Every year, the contribution of Scranton City Pride volunteers is evident in neighborhoods and parks throughout the city. Take a look at the impact of their efforts in just one week in 2022:

35 Projects

Community organizations hosted 35 beautification projects in every section of the city.

600+ Volunteers

More than 600 volunteers picked up litter and debris, raked leaves, weeded overgrown vegetation, swept sidewalks, painted fences, and planted flowers.

900+ Hours

Volunteers from dozens of community organizations logged more than 900 service hours during Scranton City Pride clean-ups.

8,920+ Lbs. of Trash

Volunteers removed 8,920 pounds of trash from city streets!



35 PROJECTS

During Scranton City Pride Week in June 2022, community organizations hosted **35 beautification projects** in every section of the City of Scranton.

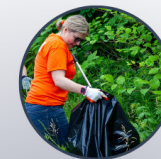


600+ VOLUNTEERS

More than **600 volunteers** picked up litter and debris, raked leaves, weeded overgrown vegetation, swept sidewalks, painted fences, and planted flowers to keep our City beautiful!

900+ HOURS

Volunteers from dozens of community organizations logged more than **900 service hours** during Scranton City Pride clean-ups.



8,920+ LBS. TRASH

Together, we removed more than **8,920 lbs. of trash** from City streets in just 1 week!



Welcome United Neighborhood Centers!

Scranton Tomorrow and NeighborWorks Northeastern Pennsylvania are pleased to welcome United Neighborhood Centers of Northeastern Pennsylvania (UNC) as a Scranton City Pride partner. The project features a week of volunteer clean-ups, plantings, beautification programs, and more designed to enhance and preserve the natural beauty of the City of Scranton. The program will be held June 2 to 11 throughout Scranton.

Scranton City Pride dates back to the mid-1990s when Scranton Tomorrow leaders organized a grass roots effort to help beautify the city they loved. In 2021, Scranton Tomorrow invited NeighborWorks Northeastern Pennsylvania to join the cause, allowing the project to expand beyond the Downtown Scranton Business District and into every section of the city. Last year, 600 volunteers contributed more than 900 hours to complete 35 beautification projects.

Organizers expect even greater participation this year with additional support from UNC.

“The longevity of Scranton City Pride is truly a testament to the people of Scranton who have supported the effort to maintain and beautify the city for the past 30 years,” said Leslie Collins, President and CEO of Scranton Tomorrow. “As we continue to invest in this program, we are deeply grateful for the opportunity to partner with like-minded organizations such as NeighborWorks and UNC. The strength of all three organizations working together allows us to take this project to the next level, which benefits everyone in the community.”

Representatives from all three partnering agencies agree that working together is the key to success.

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— **Leslie Collins**
President/CEO
Scranton Tomorrow

“At NeighborWorks, one of our core beliefs is that ‘we are stronger together,’ said Jesse J. Ergott, President & CEO, NeighborWorks Northeastern Pennsylvania. “Working with tremendous partners, like Scranton Tomorrow and UNC, to bring City Pride to our community perfectly exemplifies this belief and puts it into action. We love to create opportunities like this for our neighbors to roll up their sleeves and work together for the benefit of their neighborhoods throughout the City. City Pride is a call to action for everyone who loves this amazing place we call home to take a proactive role in ensuring that our best days as a community are before us.”

The mission of Scranton City Pride also aligns well with UNC’s commitment to the community. “UNC is delighted to partner with Scranton Tomorrow and NeighborWorks NEPA on Scranton City Pride this year,” said Chrissy Manuel, Director of Community Revitalization, UNC. “This important, long-standing effort not only helps beautify our city, but also creates new partnerships and a more inclusive community through resident collaboration. We’re excited about the great projects in the works and look forward to being part of the positive energy generated by the community working together.”

#scrantontomorrow

#scrantontomorrow

#neighborworksnepa

#uncnepa

#operationbeautification

#keepabeautiful

New in 2023

Garbage Olympics: the challenge is on!

Garbage Olympics puts a fun twist on traditional neighborhood clean-ups! Spearheaded by NeighborWorks Northeastern Pennsylvania and United Neighborhood Centers, teams in West Scranton and Pine Brook will compete to see who can collect the most trash. To learn more and register, visit garbageolympics.org.





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New in 2023

Take a book. Share a book. Little Free Libraries are here!



Free books are popping up in Scranton this spring, thanks to a partnership between Scranton Tomorrow and Little Free Library.

Little Free Library is a nonprofit organization dedicated to building community, inspiring readers, and expanding book access for all through a global network of volunteer-led Little Free Library book-exchange boxes.

The program provides free access to books 24 hours a day, 7 days a week, to anyone interested in reading.

As part of Scranton City Pride, members of Scranton Tomorrow’s Safe, Clean, Green & Design team are developing six Little Free Libraries with help from

community volunteers, including carpentry students at Career Technology Center (CTC) in Scranton. The project is sponsored by NET Credit Union.

NeighborWorks Northeastern Pennsylvania and United Neighborhood Centers of Northeastern Pennsylvania (UNC) are among the recipients of Little Free Libraries. Each organization will receive two, fully-stocked libraries for all to enjoy.



Learn More

<https://littlefreelibrary.org/>
<https://www.scrantontomorrow.org/post/take-a-book-share-a-book-little-free-libraries-in-scranton>



Students from the Career Technology Center (CTC) build Little Free Libraries in Scranton. Standing, from left; Daniel Pimentel, Alexis Wheeler, Brian Kizer, Kevin Whelan, Vernon Billings, Jason Oakey, Maiya Rizner, Randi Ewain, Edward Peguero, Thomas Hazelton, Paul MacDonald, Matthew Reed, Ryan Spies, and Instructor Shane Malicky. Seated, Darrell Smith.



Volunteer opportunities

There are plenty of ways for people of all ages to participate in Scranton City Pride. Volunteer opportunities for individuals and groups include:

Beautification/Plantings

Weed, prune, plant flowers, and enhance curb appeal.

Clean-ups

Remove litter, rake, sweep, and paint over graffiti in parks and green spaces.

Garbage Olympics

New in 2023, Garbage Olympics puts a fun twist on traditional neighborhood clean-ups! NeighborWorks Northeastern Pennsylvania and United Neighborhood Centers are spearheading this project. Learn more: www.garbageolympics.org.

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[Learn More](http://ScrantonCityPride.org)

ScrantonCityPride.org



Little Free Libraries

Build, decorate, and install micro-libraries that will be stationed outside local community outreach organizations. Learn more: <https://www.scrantontomorrow.org/post/take-a-book-share-a-book-little-free-libraries-in-scranton>.

Donate Single-Use Coffee Pods

Coffee drinkers who use single-use coffee pods (K-Cups), are encouraged to donate used pods to Scranton Tomorrow's single-use coffee pod recycling program. Learn more: <https://www.scrantontomorrow.org/post/help-us-recycle-single-use-coffee-pods>.

Design a Project

Scranton City Pride team members will help volunteers develop their own project ideas from concept to completion. Contact Steve Ward at steve@scrantontomorrow.org or (570) 963.5901.

Be a Good Neighbor

Homeowners are encouraged to clean, spruce, or improve their home's exterior or front yard, and take advantage of free educational programs offered during Scranton City Pride. Local experts will offer tips on gardening, home maintenance, and more! Learn more: <https://www.scrantontomorrow.org/blog>.

Registration

Register as individuals, or as teams representing non-profit organizations, neighborhood associations, businesses, or other groups. Registered Scranton City Pride volunteers are provided with work gloves and trash bags.

Register:

ScrantonCityPride.org



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Join Us! First Friday Celebration

Members of Scranton Tomorrow, NeighborWorks Northeastern Pennsylvania, and United Neighborhood Centers of Northeastern Pennsylvania (UNC) will celebrate the first day of Scranton City Pride projects at First Friday in June.

On June 2, everyone in the community is encouraged to visit Scranton Tomorrow's office at 307 Linden Street, Downtown Scranton, from 5 to 9 p.m. to learn more about Scranton City Pride clean-ups and beautification projects. From June 2 to 11, hundreds of volunteers will participate in Scranton City Pride in every section of the city.

New volunteers may register for City Pride at the First Friday event, and those who have pre-registered may pick up supplies for their projects. A collection box will also be on site for Scranton Tomorrow's single-use coffee pod recycling program.

Additional highlights of the Scranton City Pride First Friday Celebration include:

***Scranton's Story* display.**

The exhibit features profiles of local veterans written by Communication students at The University of Scranton as part of *Scranton's Story, Our Nation's Story* oral history collection at the University.

Members of Penn State Master Gardeners in Lackawanna County will share **tips on landscaping, composting, and growing a vegetable garden.**

Lackawanna County 4-H will host **children's activities** and share information about the group's STEM (Science, Technology, Engineering, and Math) projects.

Officials from the City of Scranton will offer a **Pop-Up City Hall.**

Meet first responders from Scranton Fire and Police Departments.

Self-guided floral tours of the Downtown Scranton Business District. Participating businesses will display floral container arrangements in celebration of the upcoming Electric City Flower Show (June 10 at Nay Aug Park in Scranton). The displays are part of a new Downtown Business Class category of the show presented by Scranton Tomorrow. Members of the community will have a chance to vote for their favorite arrangements during First Friday by visiting Scranton Tomorrow on Facebook. For details, visit www.scrantontomorrow.org/post/take-a-floral-tour-of-downtown-scranton.

Enjoy ice cream bars and goodies provided by the **Fidelity Bank Sweets & Treats Van.**

To learn more, visit www.scrantontomorrow.org/post/celebrate-scranton-city-pride-projects-at-first-friday.



Project Partners



Scranton Tomorrow

Scranton Tomorrow is a 501 c(3) nonprofit, nonpartisan community and economic development organization working to establish Scranton as the premier urban center of Northeastern Pennsylvania. With headquarters located at 307 Linden Street in the Downtown Scranton Business District, Scranton Tomorrow is a volunteer-based organization whose members are as diverse as the greater Scranton community. Volunteers and supporters include business leaders, public officials, entrepreneurs, property owners, developers, educators, artists and community partners — all united in a love for the City of Scranton and a commitment to reach its greatest potential.

To learn more, visit www.scrantontomorrow.org.

NeighborWorks Northeastern Pennsylvania

NeighborWorks is a nonprofit organization that has worked for close to 40 years to increase the financial stability of families and individuals by providing programs and services that create and preserve responsible homeownership and affordable housing throughout the city of Scranton, Lackawanna County and Northeastern Pennsylvania. With programs including homeownership coaching and education, aging in place, home renovation services, and neighborhood revitalization initiatives, NeighborWorks is deeply ingrained in the community. More information about NeighborWorks can be found at www.nwnepa.org.

United Neighborhood Centers of Northeastern Pennsylvania (UNC)

As a nonprofit agency, UNC is dedicated to meeting the needs of local low-income families, seniors, youth, and new immigrants while also empowering them to attain self-sufficiency. To achieve this work, UNC encompasses five programmatic departments (Community Services, Children and Teens, Community Education, Community Revitalization, and Community Health and Aging) and a Housing/Community Development Corporation. Through this diverse programming, UNC uses an innovative wrap-around approach to address the emerging needs of the community it serves. To learn more, visit www.uncnepa.org.

Sponsors

Scranton City Pride is made possible through the generous support of sponsors:



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and United Neighborhood Centers of Northeastern Pennsylvania.
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