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ALVAREZ YOUTH LEADERS SPEARHEADS ACOSTA PLAZA CLEANUP

Concerned and motivated, the young members of Alvarez Youth Leaders have rallied residents, media, and the Mayor in an Acosta Plaza cleanup effort.

Dissatisfied with the perpetual portrayal of their neighborhood in a negative light, Alvarez Youth Leaders are determined to improve public regard of Acosta Plaza by rolling up their sleeves and getting to work. Having enlisted the support of Mayor Gunter, the youth will be leading a cleanup effort to reestablish dignity and cleanliness in their East Salinas neighborhood.

The cleanup, slated for the morning of April 5th, will include a press conference, clean up and be followed by a public celebration. Members of the media are encouraged to attend. COPA (Communities Organized for Relational Power in Action), an organizational parent of Alvarez Youth Leaders, recognizes the event as a unique story emerging from an area often misperceived and regarded as off limits to outsiders. Through their work as young organizers, members of Alvarez Youth Leaders aim to enact lasting change in Acosta Plaza and beyond by encouraging active self-determination among residents at odds with inaccurate public perception of East Salinas communities.

Join residents, politicians, and youth in enacting lasting change toward a brighter future in Acosta Plaza this April 5th!

Event: Press Conference and Acosta Plaza Cleanup

When: Saturday, April 5th, 2014, Press Conference- 8:30am Clean up- 9:00am

Where: 930 Acosta Plaza, Salinas Ca 93905

Who: Alvarez Youth Leadership and Communities Organized for Relational Power in Action

Info: On April 5, 2014, Alvarez Youth Leadership, under the organization of COPA, will lead a clean up of Acosta Plaza to improve the neighborhood as well as the self-perception of its residents. The effort is supported by the Mayor's Office.