MEDIA ADVISORY/PHOTO & VIDEO OPPORTUNITY

Safe & Sound and Community Partners Coordinate
*Muskego Way Take Back* Event

**Milwaukee, WI** – On Friday, August 23rd, Safe & Sound and community partners will engage more than 250 residents and youth in a “block” party for the entire neighborhood of Muskego Way. The event is meant to celebrate the neighborhood and residents while also installing new neighborhood signs throughout the neighborhood on lamp posts.

We appreciate all of the partners who made this event possible including Milwaukee Christian Center, Milwaukee Police Department, South Side Organizing Committee, Muskego Way Forward, Town Bank, Mitchell School, Lumin Schools St. Martini Lutheran and MKE Cuts.

**WHEN:**     Friday, August 23, 4:00 – 8:00 p.m.

**WHERE:**     Reiske Park
                2301 W Lapham Street
                Milwaukee, WI 53204

**WHY:**      “This is an opportunity for the residents to connect with one another near the heart of the neighborhood. Residents who do not typically cross the major thoroughfares to work together can used this event as an opportunity to connect and engage with one another while enjoying the new neighborhood signage.”

    - Jacob Stanley Yarbrough, Safe & Sound Community Organizer

Jacob Stanley Yarbrough of Safe & Sound and participating resident, Francheska Cortes, will be available for interviews on site.

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**ABOUT SAFE & SOUND**

Safe & Sound is a Milwaukee non-profit that works to bridge the gap between law enforcement and local residents to foster a sense of ownership that results in safer neighborhoods. In partnership with law enforcement, Safe & Sound neighborhood teams implement strategic neighborhood engagement and programming that brings neighbors together to create a sense of collective efficacy and improve public safety. Over the past 20 years, Safe & Sound has developed a nationally recognized, effective model that is successful in improving public safety in targeted Milwaukee neighborhoods. Please visit www.safesound.org for more information.