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FOR IMMEDIATE RELEASE

RIVER FALLS NEIGHBORHOOD REVITALIZATION ROCKS THE BLOCK!

Community-led, five-day project brings volunteers and in-kind donations to refresh RiverTown Homes neighborhood

Tuesday, August 3, 2021- (Hudson, WI) St. Croix Valley Habitat for Humanity, River Falls Housing Authority and the City of River Falls are joining efforts in a five-day project called Rock the Block. The joint effort includes new sheds, accessible playground equipment, landscaping, park benches, picnic tables and a disc-golf course to encourage kids and families to enjoy the outdoors in the City of River Falls' RiverTown Homes neighborhood.

The 5-day Rock the Block project takes place Wednesday, September 22 – Sunday, September 26, at the RiverTown Homes community in River Falls. Volunteers from Andersen Windows & Doors, Kraus Anderson, UW-River Falls Alumni Association, River Falls Garden Club will lead the efforts, with support from many in-kind partners including Willow River Company, Haas Excavating, Sailer Sealcoating, the City of River Falls and many more.

“The River Falls Housing Authority has been provident in its management and maintenance of all our properties, but costs have kept us from adding or updating a number of amenities for some time,” said River Falls Housing Authority Executive Director Peggy Chukel. “Donations and more volunteers to help with construction and landscaping are still needed on our Rock the Block project.” More information is available here: <https://scvhabitat.org/volunteer>

SCVHFH is celebrating its 25th year in St. Croix Valley with its first Rock the Block effort, designed to connect communities with the shared mission of safe affordable housing, according to SCVHFH Executive Director Kristie Smith. “Especially now, stable shelter must be part of the long-term growth of sustainable communities,” Smith said. “We are proud to partner with the City of River Falls and River Falls Housing Authority, who share this vision in the work that they do every day.”

A ribbon-cutting ceremony and community picnic welcoming neighbors and volunteers is planned for 3:00 pm, Sunday, September 26.

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About St. Croix Valley Habitat for Humanity

St. Croix Valley Habitat for Humanity helps families with safe, affordable housing. In 1996, community members in River Falls, WI and surrounding communities recognized the critical need to bring people together to build housing, communities and hope and founded the local, nonprofit Habitat affiliate. In its tenure, SCV Habitat for Humanity has partnered with more than 71 families in Pierce and St, Croix Counties to help achieve the goal of home ownership. Visit scvhabitat.org for homeowner and volunteer information and to support the mission to help families create successful futures.

About River Falls Housing Authority

The River Falls Housing Authority has been serving the River Falls community by providing safe, clean, affordable, housing for seniors, persons with disabilities & working families with children since 1970. Tenants pay roughly 30% of household income for rent, and for most residents, this includes utilities.

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