



CITY OF REDDING

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P R E S S R E L E A S E

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FOR IMMEDIATE RELEASE

Parke Diem 2017 Project Announcement

Carpe Diem, a Latin phrase coined in 23 B.C., literally translates to “seize the day.” “Parke Diem” pays homage to this historic aphorism by challenging Redding residents to support the city’s many beloved parks. After receiving 51 nominations for various projects throughout the city, a partnership of United Way of Northern California, Rotary Club of Redding East, and the Redding Parks Foundation selected East Oak Park at 1399 Arizona Street for a \$10,000 makeover.

A volunteer work day is planned for Saturday, October 14, 2017 from 8:00 a.m. to 11:00 a.m.; plenty of helpers are needed to transform this valued play space. The projects planned at East Oak Park include landscaping, cleaning, painting, and brush removal. Supporters of the event hope that Parke Diem will become a valued city-wide tradition, fueling individuals and park advocates around the city to instigate other park revitalization initiatives.

Volunteers for the event can register on site or use the following link:
<https://reddingparkediem2017.eventbrite.com>

For additional information see the Redding Parks website at www.reddingparks.com or call (530) 224-6100.

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