



NEWS RELEASE

JOHN F. YOUNG, JR.
PARISH PRESIDENT

FOR IMMEDIATE RELEASE
January 19, 2011

JEFFERSON PARISH BEAUTIFIES BONNABEL BOULEVARD

Jefferson Parish officials will hold a dedication ceremony Thursday, January 20, 2011 at 10:30 a.m., at the corner of Bonnabel Boulevard and Codifer Boulevard in Metairie.

36 oak trees were planted on Bonnabel Boulevard from Metairie Road to Live Oak Avenue to enhance the thoroughfare. The concept began as a result of the Jefferson Edge 2020 Strategic Plan for Beautification, which was developed by The Jefferson Parish Economic Development Commission (JEDCO) to improve the quality of life in Jefferson Parish.

The trees were donated by Friends of Jefferson the Beautiful. They are a non-profit civic organization which operates under a cooperative endeavor agreement with Jefferson Parish Government.

Friends of Jefferson the Beautiful raises funds to beautify Jefferson Parish through landscaping and planting of trees on public properties and thoroughfares. They work closely with and supply funding, planting materials and other support to the Jefferson Parish Department of Parkways.

In addition, they initiate funds and manage various beautification projects, grants, and produce free and public education programs. Revenues are raised through annual fundraising events, donations and membership.

For more information, contact Wayne Nocito, Director of Jefferson Parish Department of Parkways at 349-5800.

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