

# 10,000 Friends of PA Kicks off South Side Revitalization Program in New Castle



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New Castle, PA  
(March 2019) –  
**10,000 Friends  
of  
Pennsylvania**

*kicks off its second year of a 6-year plan and \$1.35 million investment to revitalize the South Side neighborhood of New Castle. The kickoff event was held at Gussie Walker Community Center, 1207 Moravia Street, New Castle, PA on Monday, March 18.*

Through its Healthy Communities Initiative, 10,000 Friends leads the collaborative revitalization effort to improve the South Side neighborhood of New Castle in partnership *with* the City of New Castle, Gussie Walker Community Center, Lawrence County Community Action Program, Lawrence County Land Bank, UPMC Jameson Hospital, and the emerging South Side Business Association. The program is generously funded by UPMC Health Plan, First National Bank, and First Commonwealth Bank, which have collectively committed investments of \$1.35 million to the South Side over six years through the Commonwealth Department of

## Community and Economic Development's Neighborhood Partnership Program.

“We applaud 10,000 Friends of Pennsylvania, the Gussie Walker Community Center, and the collaboration of city, county and fellow business partners, in and around New Castle, on this revitalization effort. I am very proud that First Commonwealth Bank is able to contribute towards this transformative change for the South Side neighborhood.”

To date, the collaboration has positively impacted the neighborhood by eliminating blight, lead abatement and rehabilitating homes, promoting the business district, expanding the programs of Gussie Walker Community Outreach Center and increasing urban green space in community gardens, and the completion of the Earl A. “Muff” Sallie Field playground. Plans for 2019 include promoting the County Land Bank's Side Yard program to offer newly vacant lots at minimal cost to neighbors to expand their yards and green space, completing a market study to support the City's long-term planning efforts, and expanding Gussie Walker Community Center's Summer Youth program.

“We're encouraged by the progress of our collective efforts in the first year, and excited for new partnerships and plans for growth in the neighborhood this year,” states 10,000 Friends CEO, Stacie Reidenbaugh. “The side yard program is a great opportunity for neighbors to expand their property, and the market study will create an important foundation for the city and the neighborhood's growth for years to come.”

The Neighborhood Partnership Program, part of DCED's Neighborhood Assistance Program, develops

a long-term strategic plan for a specific neighborhood and focuses on assisting distressed and low-income areas by promoting community participation and collaborations among nonprofits, businesses and residents. It is funded by business commitments over six years and provides state tax credits to partners who invest significant funds in the program.

### ***About 10,000 Friends***

*10,000 Friends of Pennsylvania is the leading statewide and regional voice for creating great places to live and work. Founded in 1998, we advocate for policies and investments that build and sustain walkable, healthy communities for all Pennsylvanians. As a recognized authority on responsible land use, we partner with and provide technical assistance to government officials, non-profit organizations and the private sector on development and policy solutions that protect the natural and built environments, strengthen local economies, provide access to economic opportunity for all, and improve community health and quality of life in our state's diverse cities, towns, older suburbs, and rural communities. Visit [www.10000friends.org](http://www.10000friends.org).*

### ***EVENT: South Side Neighborhood Revitalization Kickoff***

***WHEN: Monday, March 18, 2019 11am***

***WHERE: Gussie Walker Community Center, 1207 Moravia Street, New Castle, PA***