

For Immediate Release

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Date: June 24, 2022

RRHA LAUNCHES CLEAN COMMUNITIES INITIATIVE "Don't Blow the VIBE. Pick It Up!"

RICHMOND, VA—The Richmond Redevelopment and Housing Authority (RRHA), in partnership with J&G Workforce Development, LLC have launched a cleanup campaign of the “Big Six” public housing communities entitled, “Don’t Blow the VIBE. Pick It Up.” This grass roots effort, designed to engage public housing residents in cleaning up their communities will be made up of volunteers from each RRHA public housing community (Creighton, Fairfield, Gilpin, Hillside, Mosby and Whitcomb).

Kick-off events to highlight the campaign efforts in each community takes place Wednesday, June 29 and Thursday, June 30, 2022 and will feature prizes, music, refreshments, special guests and more! Public housing residents can sign up to volunteer on the spot. The scheduled events will take place at or around each property management office:

Times	Wednesday, June 29, 2022	Thursday, June 30, 2022
11 a.m. - Noon	Gilpin	Whitcomb
1 p.m. – 2 p.m.	Mosby	Fairfield
3 p.m. – 4 p.m.	Hillside	Creighton

“Our goal is to improve the overall appearance and cleanliness of our communities. Public housing does not have to be synonymous with trash or litter. This initiative seeks to underscore that.” explains RRHA Interim CEO Sheila Hill-Christian.

“As a community minded organization, J&G is pleased to bring our expertise to bear to make this initiative a great success. The response has been overwhelming from valuable likeminded partners such as the Metropolitan Business League, Broken Men Foundation, Breeden Construction, The “M” Companies and others. We are looking forward to our efforts being a spark that ignites the excitement of public housing families to continue to keep their communities clean,” explained J&G Workforce Development President, Grace Washington.

In addition to resident engagement, the scope of the campaign also includes a wholistic approach to cleaning and beautifying public housing communities. These include such activities as towing abandoned cars, street cleaning, shrubbery and tree trimming, building façade improvements, tree and flower planting, leaf removal and more.

For more information about RRHA programs and initiatives, visit our website at rrha.com or contact our Call Center at (804) 780-4200, or toll free at 1-833-750-7742. You can also view current and upcoming news, events and activities on our social media platforms: [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).

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