



**Detroit Local Initiatives Support Corporation (LISC)
660 Woodward Ave., Suite 1111
Detroit, MI 48226**

FOR IMMEDIATE RELEASE

Media Contact: Detroit LISC Communications
Phone: (313) 596-8222 ext. 14

**DETROIT LISC TO LAUNCH NEXT PHASE OF BUILDING SUSTAINABLE
COMMUNITIES IN THREE DETROIT NEIGHBORHOODS**

Detroit (August 31, 2011) – Detroit Local Initiatives Support Corporation (LISC) will hold a press conference to announce the launch of the second phase of its Building Sustainable Communities strategy in three Detroit neighborhoods: Grandmont Rosedale, Grand/Woodward, and Springwells Village. The press conference will be on September 7, 2011 at 9:45 a.m. at Weiss Park in Springwells Village.

The event will be attended by Michael Rubinger, President and CEO of LISC, Mayor Dave Bing, city officials, and the heads of Detroit's community development organizations. Mr. Rubinger will announce the investment of more than \$30 million in Detroit neighborhoods from national LISC and the federal Social Innovation Fund (SIF).

Since 2006, Detroit LISC has followed a comprehensive community development strategy known as Building Sustainable Communities, which focuses on five investment goals: rebuilding the physical environment, increasing family income, stimulating the local economy, improving access to education, and creating safe, healthy environments. Over the next three years, Detroit LISC will implement the next evolution of this strategy within a smaller geographical area to maximize the impact of community development investment.

From 2011 – 2013, Detroit LISC plans to invest \$30 million in the neighborhoods of Grandmont Rosedale, Grand/Woodward, and Springwells Village, and leverage an estimated \$200 million in additional investments. The first year of Building Sustainable Communities will focus on creating the infrastructure to ensure the strategy's physical and programmatic implementation. Years two and three will see the full implementation of the strategy, including physical redevelopment.

Building Sustainable Communities is a national strategy that has already generated results in other cities. Detroit LISC plans to expand its work into other neighborhoods once the strategy has been successfully implemented in the three initial neighborhoods.

"Our goal," says Executive Director Tahirih Ziegler, "is to improve the quality of life for all Detroiters by helping to transform neighborhoods in distress into neighborhoods of choice. Where neighbors feel safe, are connected to the community, and feel a sense of neighborhood pride."

The press conference begins at 9:45 a.m. at Weiss Park. For any questions, including media-related inquiries, please contact Ulises Silva, Communications

Program Officer, at 313-596-8222 ext 14 or at usilva@lisc.org. Media kits will be available.

About Detroit LISC

Serving as the leader in comprehensive community development in metro Detroit, Detroit LISC seeks to build sustainable communities, transforming distressed neighborhoods into healthy ones. Through its unique business model, Detroit LISC invests expertise, technical assistance, management and program consulting, training, public policy support, and financing to help community partners create neighborhoods of choice. Since 1990, Detroit LISC has invested \$140 million and leveraged an additional \$910 million to implement initiatives that help its community-based partners revitalize neighborhoods. For more information, please visit www.detroit-lisc.org.

###