



## **PRESS RELEASE**

**FOR: IMMEDIATE RELEASE**

**DATE: Wednesday, March 25, 2015**

### **Asheboro Named Finalist for 2015 All-America City Award**

ASHEBORO – Asheboro has been recognized as a finalist for the 2015 All-America City Award. This prestigious award honors communities developing innovative solutions to pressing problems. Given by the National Civic League to 10 communities each year, the All-America City award celebrates and recognizes neighborhoods, villages, towns, cities, counties, tribes and metro regions that have engaged residents in innovative, inclusive and effective efforts to tackle critical challenges.

“We are beyond excited for our community,” said City Mayor, David Smith. “A number of the initiatives highlighted throughout our application have been in the making for 5-10 years. Being recognized by the National Civic League makes us proud of our community and the work that is being done here,” he added.

The focus of this year’s All-America City Award is on community efforts to engage and support vulnerable young men and boys, aligning with efforts such as The White House's My Brother's Keeper Initiative. Included in the city's application were three programs that help to address access to education in the community - The Dream Center, the Central Boys & Girls Club, and Midnight Basketball at the Randolph-Asheboro YMCA. All three programs focus on engaging and supporting at-risk youth in the Asheboro community and each had representatives participate in the application process.

A team representing Asheboro will join residents; nonprofit, business, and government leaders; and young people from the 15 other finalist communities in Denver from June 12-14. The event gives finalist communities the chance to connect and share insights with other innovative communities and a chance to learn from national leaders in the field of civic engagement and

innovation. Each community will then present the story of their work to a jury of nationally recognized civic leaders. The event is every bit as much about learning and networking as it is about competing for the coveted All-America City title.

In explaining the purpose of the award, Gloria Rubio-Cortes, President of the National Civic League: “NCL isn’t looking for the most prestigious, prosperous or ‘perfect’ communities – that’s not what it takes to win the All-America City Award. The award celebrates communities of any size, geography, affluence, or influence where residents and leaders roll-up their sleeves, and find creative solutions to challenging problems”

2015 All-America City Finalist communities are Marana, Arizona; Carson, California; Salinas, California; Stockton, California; North Lauderdale, Florida; Orlando, Florida; Tallahassee, Florida; Quincy, Illinois; Somerville, Massachusetts; Tupelo, Mississippi; Geneva, New York; Asheboro, North Carolina; Marshall, Texas; Petersburg, Virginia; Spokane, Washington; and Yakima, Washington.

This year's supporters are W.K. Kellogg Foundation and others.

### **About The All-America City Award**

Since 1949, the National Civic League (NCL) has recognized and celebrated the best in American civic innovation with the prestigious All-America City Award (AAC). The Award, bestowed yearly on 10 communities (more than 650 in all), recognizes trail-blazing efforts to bring residents, local government, business and nonprofit groups together to tackle the most pressing local issues.

To learn more about the All-America City award or the National Civic League, please log on to [www.allamericacityaward.com](http://www.allamericacityaward.com) or [www.ncl.org](http://www.ncl.org). For questions about Asheboro’s application, please call Leigh Anna Johnson at (336) 626-1201, ext.218.

###

***(Reporters/Editors: Please call Leigh Anna Johnson at (336) 626-1201, x218 for questions.)***