



FOR IMMEDIATE RELEASE

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Block Build Waukesha Selects The Strand for Revitalization Efforts Step Toward a Stronger, More Unified Community

Waukesha, WI, January 27, 2025 –We are excited to announce that The Strand has been selected as the next location for the highly anticipated Revitalize Milwaukee Block Build initiative. This community-focused project is set to revitalize The Strand (located between East Main Street, Perkins, and The Strand in the City of Waukesha), bringing lasting improvements that will positively impact residents.

The Block Build project, a partnership between local organizations, businesses, and volunteers, aims to transform The Strand by providing critical home repairs for local residents. With a focus on community engagement and revitalization, this project is designed to foster unity, pride, and long-term stabilization in the area.

Key Benefits for the Community:

- **Physical Revitalization:** Block Build will bring a fresh look to residential homes - specifically providing critical home repairs.
- **Economic Impact:** By improving infrastructure and attracting new investments, the project will help stimulate neighborhoods and increase property values. This economic boost will benefit everyone in the neighborhood.
- **Stronger Sense of Community:** Through collaborative efforts, residents will have the chance to participate in the revitalization efforts, strengthening relationships and creating lasting connections across the neighborhood.

Community Involvement: The Block Build initiative will bring together volunteers, local leaders, and community members for hands-on opportunities to shape the future of The Strand. Residents will have the chance to actively participate in the transformation process.

“We are thrilled to have The Strand area selected for this exciting first Waukesha Block Build. This initiative will not only improve the look and feel of the neighborhood, but it will also bring residents closer together as a community,” said Melanie Roach, Revitalize Milwaukee CEO. “We invite everyone to get involved and make a lasting impact.”

Looking Ahead: The Block Build initiative is more than just a physical transformation—it is a celebration of the resilience, spirit, and collective strength of The Strand community. Over the coming months, we look forward to seeing the positive changes unfold and the powerful impact this project will have on the lives of all who call The Strand home.

Sponsors: We Need You to Get Involved: Businesses who are interested in sponsoring Block Build are encouraged to contact Francine Demler at francine@rtmilwaukee.org or (262) 899-0864.

Revitalize Milwaukee’s mission is to stabilize neighborhoods by providing free critical home repairs to low-income seniors, veterans, and individuals living with a disability who are homeowners. Since 2000, RM has completed home repairs on over 4,000 homes with the help of over 37,000 hours of volunteer time and invested over 28.4 million dollars into the Greater Milwaukee-area housing. Join us in changing the lives of countless low-income seniors, veterans, and individuals living with a disability who are homeowners. **For media inquiries only, contact CEO Melanie Roach at (262) 424-3469.** For application inquiries, call (414) 312-7531 or visit www.freehomerepairs.org.

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