



MEDIA RELEASE

For Immediate Release

Date: April 19, 2017

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City's New Resident Program Creates Place Attachment

The Second Session of Belong in Burlington will be Held April 26

BURLINGTON, NC— On April 26, 2017, from 6:00-8:00pm, the City of Burlington will again welcome residents to the Burlington Municipal Building for the second session of an innovative new program called “Belong in Burlington.” The vision driving Belong in Burlington is to help new residents form strong place attachment to, and ultimately fall in love with, their community. Existing residents are welcome and will discover programs and services and reconnect with the place they call home.

The first session of Belong in Burlington was held on January 25th, drawing dozens of new and existing residents. Of their experience at Belong in Burlington, one participant commented, “I recently retired and had been working outside of town. It was a great way to get re-acquainted with the city. A very warm and welcoming event. The childcare was an excellent added incentive for new families to attend. I had a wonderful time...”

Post-event evaluations revealed that 100% of respondents felt more connected to the community as a result of their attendance. Another participant commented, “we met new people, learned about resources in the community, and are looking forward to attending future events. Thank you!”

To achieve its vision, the Belong in Burlington program introduces new residents to the community through 8 kiosks designed to foster place attachment. Residents are greeted by City Council members at the registration table. If guests have children, they may let them play at the **Kids Activity Center** which features activities facilitated by Burlington Youth Programming staff. Smitty's Ice Cream will be providing free ice cream and Main Street Vinyl will select the evening's music at the **Shop Local** kiosk. The following content kiosks are staffed by the representatives from the City and various community organizations such as Healthy Alamance, the United Way, Alamance Community College, Alamance County, and May Memorial Library:

Keep Learning:

New city, new experiences: there is no better time to learn something new and there so many options for you to explore.

Make a Difference:

There is no better way to become rooted in your city than to invest in your community. Find your niche and unearth the best way for you to make Burlington better.

Do Something Fun:

Find the fun in your new community! There are countless opportunities to have fun right here in Burlington.

Stay Well:

Safety and healthfulness is a community effort. Learn how to take steps to protect your family, stay healthy, and be well in Burlington.

Explore Your City:

Discover ways to explore Burlington. Whether by foot, bike, bus, or plane, get to know the history, art, and natural elements that make Burlington unique.

Beyond Belonging:

Don't just belong, lead! Take the next step and learn how to be a leader in your community.

Belong in Burlington participants will not leave empty handed. In addition to a swag bag and glass coffee mug, they will leave with a Challenge Card that encourages them to act on the information they learned during the session. They can also register to take part in free "exclusive new resident events" that have been designed to help Belong in Burlington participants experience their new community and interact with other new residents. These events include a meet-the-band opportunity at a 4th Fridays concert, a new resident night at a Burlington Royals game, and a history night at the Paramount Theater.

"Belong in Burlington puts relationships first," says Director of Public Policy Rachel Kelly. "The program is designed to make new residents feel welcome and to encourage them to take advantage of everything their new community has to offer."

Belong in Burlington is tailored to new residents but can also benefit established residents who want to form a stronger connection to the community. All residents are welcome. This is a drop-in event hosted quarterly (4/26, 7/26, 10/25) in 2017 from 6:00-8:00pm at the Burlington Municipal Building, located at 425 South Lexington Avenue in downtown Burlington. There is no fee to attend. Learn more about Belong in Burlington and register to attend at www.BelongInBurlington.com or call (336) 222-5073.

- A video recap of January 2017 Belong in Burlington is located here: <https://www.youtube.com/watch?v=VbTMr1qjCfg>
- Find the event on Facebook here: [Facebook Event](#)
- Photo of Belong in Burlington glad mug and Smitty's Ice Cream Attached

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Our Mission:

"The City of Burlington is dedicated to providing high quality municipal services within our diverse community in a friendly, professional and efficient manner in order to promote the safety, health, and quality of life of residents and employees."

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