



Kahnawà:ke Ratítsénhaiens

Mohawk Council of Kahnawà:ke

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Tsi Nahóten Karihwanákere No'nenk News Release

Kahnawà:ke Beautification Signage Project Initiative Launches

(Kahnawake – 30, Onerahtókha / April 2010) The Mohawk Council of Kahnawà:ke (MCK) is pleased to introduce a new Kahnawà:ke Beautification Signage Project Initiative (KBSPI) that will help beautify Kahnawà:ke with welcome signs, maps and local information placed throughout the community.

In May 2009, the MCK participated in the Community Prevention Task Force Graffiti Prevention campaign that resulted in cleaning various locations targeted by vandalism and graffiti. The KBSPI was subsequently developed to address the Task Force recommendations to 'engage and rebuild community through active participation and responsibility.'

Year after year, financial challenges are ever present, specifically when it comes to beautification initiatives within the community. Therefore, a KBSPI committee was formed to address ways that would keep Kahnawà:ke looking beautiful with direct involvement and assistance from the community. The initiative would see 'Welcome to Kahnawà:ke' signage and maps strategically placed throughout the Territory for the thousands of motorists that pass through the community on a daily basis.

'When visitors see these signs, a positive, welcoming image is portrayed in that person's mind' said Coordinator Louise Mayo. 'If we can help keep this image of Kahnawà:ke as a place that is instilled with pride and beauty, we have accomplished our task.'

The committee believes beautification initiatives can be successful in Kahnawà:ke with assistance from community organizations, businesses and individuals, and the KBSPI plans to seek this assistance in the near future.

The MCK and Tewatohnni'saktha are the first two organizations to assist by offering both financial and in-kind services that will encourage the KBSPI to raise funds to purchase, install and maintain the new signs. "We are pleased to offer any available resources towards helping keep Kahnawà:ke beautiful" said Tom Morris, MCK Associate Executive Director of Client Based Services and Special Projects. "We hope that other organizations and community businesses join us in doing the same" added Lisa Lahache, Interim PR Communications Officer for Tewatohnni'saktha.

For more information, please contact the KBSPI Coordinator Louise Mayo by telephone at 514-917-0461.

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