

**For Immediate Release:**

November 9, 2007

**Contact:**

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**North Main Curb Appeal Brigade**  
***Local youth group and entrepreneur team up***

Rockford, IL – EIGER/*lab*. Rockford Area Ventures teams up with ADV Land and Landscape and LaVoz Latina to develop learning modules in landscaping design and practice. “Curb Appeal 101” is the outcome of this collaborative effort. The LaVoz Latina group volunteered to provide the arms, legs and brains for the adventure in landscaping sponsored by ADV. A combination of classroom discussion and presentation and practical hands-on experience is the goal of this project. At the same time community spirit is practiced in sprucing up the North Main corridor. The recently acquired Essex wire building is the target of the spruce up activity. Hendricks Development is renovating the building to serve as an Innovation Center. Rockford Area Ventures is assisting Hendricks Development in preparing the building. “The North Main corridor looked a little scrappy with the weeds along the fence. I thought, what an opportunity for kids in community service to spruce up the community as well as learn about curb appeal”, stated Tom McDunn, President of Rockford Area Ventures.

Javier de la Uz, president of ADV Lawn and Landscape stated, “We are excited to work on a project where kids can learn and the community benefits!” de la Uz will teach the classroom portion of the project. “We are enthused to be invited to participate. We see this as the beginning of many opportunities for kids to learn and interact with the community!” added Luis Castillo Rexach, Director of LaVoz Latina. Rexach stated, “The student teams will have a chance to present their accomplishments and experiences in a final reception at the EIGER/*lab*.” “We will arm them with gloves and a camera. They can take before and after pictures and present how they made a positive impact in curb appeal.” Added Rexach.

See [www.eigerlab.org/CA101.htm](http://www.eigerlab.org/CA101.htm) for further information.

WHEN: Saturday, November 10th from 8:00 to 3:00 p.m.

WHERE: 2816 North Main,

FINAL PRESENTATIONS: EIGER/*lab*, 5:00 p.m. November 20.

for directions visit: [www.eigerlab.org/contact.htm](http://www.eigerlab.org/contact.htm)

This event is sponsored by:



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The EIGER/*lab* is administrated by Rockford Area Ventures (RAV), a not-for-profit organization chartered to develop a Technology Commercialization Center (TCC). RAV is committed to catalyzing world changing technologies the Rock River Valley to meet the challenges of the 21<sup>st</sup> Century.