



# National Roanoke Community Beautification Day

July 25, 2020

**Community beautification is a way to involve the entire community.** Both planning and volunteer projects can put to work the abilities and knowledge of all of the community including youth, elders, and people with disabilities, minorities, and others who all can contribute great ideas. Bringing these people into the mainstream of community activity means a stronger and more equitable community neighborhood; more potential volunteers; and a broader and more accurate perspective on community resources, needs, and possible future projects.

**Community beautification can build stronger community relationships.** The experience of working with others on a project that everyone is invested in creates bonds. These connections weave a web of social capital, which enrich lives and strengthen the community.

**Social capital** is somewhat like economic capital. It's the social "currency" that's available for people to spend as a result of their relationships. All social capital comes from constructing networks through meeting and getting to know others.

## What is this day?

National Roanoke Community Beautification Day is a day for Southwest Virginia residents, families and visitors to come together to beautify homes, parks, and neighborhoods for a better Roanoke. This day speaks to the love Southwest Virginians share for one another that should resonate around the world.

## Who created this day?

This day was founded by **VASH** Developers LLC. in 2020.

## How is this day celebrated?

This day should be observed by residents and visitors participating in either community based or family planned beautification projects.

This Year 2020 National Roanoke Community Day July 27 falls on a Monday and will be celebrated on Saturday July 25, 2020.

*Planning is underway so stay tuned to how you can be involved.*

Cynthia Vineyard-Brown [CynthiaVB\\_Charities@vashbeautify.com](mailto:CynthiaVB_Charities@vashbeautify.com)  
Sarah Frank [Sarah\\_charities@vashbeautify.com](mailto:Sarah_charities@vashbeautify.com)

Community Relations [community@vashbeautify.com](mailto:community@vashbeautify.com)  
Volunteer Or Donate [charities-donate@vashbeautify.com](mailto:charities-donate@vashbeautify.com)

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