



## MEDIA RELEASE

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**For Immediate Release**

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**Contact:**

Rachel H. Kelly

[rkelly@BurlingtonNC.gov](mailto:rkelly@BurlingtonNC.gov)

(o) 336.222.5076 (c) 336.516.1532

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### **City to Launch Innovative New Resident Program: Belong in Burlington**

BURLINGTON, NC— On January 25, 2017, from 6:00-8:00pm, the City of Burlington will welcome new residents to the Burlington Municipal Building for 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.

To achieve its vision, the Belong in Burlington program will introduce new residents to the community through 8 kiosks designed to foster place attachment. Residents will be greeted at a registration table staffed by members of City Council. If residents have children, they may drop them off at the **Kids Activity Center** which will feature interactive play facilitated by Burlington Recreation & Parks Youth Programming staff. Free samples on which new residents may snack and sip will be provided by local businesses (Company Shops Market and The Blend and Co. at the 1/25 session) at the **Shop Local** kiosk. The additional 5 kiosks will be staff by the City as well as representatives from various other 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 small swag bag, 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 any of 4 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 new resident guided hike, a meet-the-band opportunity at a 4<sup>th</sup> 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 has the potential to create engaged citizens that will take ownership of making Burlington an even better place to call home."

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 (1/25, 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](http://www.BelongInBurlington.com).

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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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