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**PRESS/MEDIA RELEASE**

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**DEMOLITION OF THE OLD DAIRY PLANT  
& RENOVATION OF SOUTH MEMPHIS ALLIANCE LAUNDROMAT  
CEREMONY**

*Memphis, TN . . . . . Tuesday, August 28, 2012 at 11:00 a.m. . . .* The City of Memphis through its Division of Housing and Community Development officially celebrates the Demolition of the Old Dairy Plant under the Neighborhood Stabilization Program 3 (NSP3) and renovation of the South Memphis Alliance (SMA) Laundromat in the South Memphis-Soulsville Community with the Assisi Foundation.

The City's Neighborhood Stabilization Program 3 is a grant-funded program sponsored by the U.S. Department of Housing and Urban Development. The City of Memphis' NSP3 program targeted 6 neighborhoods for demolition activity. The neighborhoods are the following: Frayser, Binghamton, Vance Avenue Choice Neighborhood, Glenview Orange Mound and Soulsville/The Works Areas. The designated neighborhoods were chosen based on HUD's criteria which include a high number of foreclosures, high cost mortgages, and heavily blighted properties.

The U. S. Department of Housing and Urban Development describes its goals for demolition under NSP3 is to create reverse disinvestment in communities and neighborhoods most impacted by foreclosure as well as the use of demolition can be one of the most effective ways to rebuild resident confidence in the housing market and remove distressed buildings; rather it is part of an overall strategy for neighborhood transformation. South Memphis Alliance submitted 1039 S. Bellevue as a part of its strategies to stabilize the neighborhood and begin re-building the gateway into the Soulsville community.

Today, we celebrate Soulsville and the investments organizations like SMA along with the Assisi foundation is making in this community. These 2 facilities we celebrate today are part of what improves the community and therefore the city – making Memphis a better place to live, work and play.

SMA is Serving Families. Changing Lives, and today is about this demolition and how it changes the scene of the Soulsville Gateway into the community - - from what was once a dairy plant/nutrition focus and an un-operable Laundromat will now become facilities that nurture the neighborhood - - the South Memphis Alliance Center for Children and Families and the South Memphis Alliance Community Laundromat and Resource Center.

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~City of Memphis - City of Choice~