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## **Turtle Creek Association Dives Into Annual Campaign**

*Friends of Turtle Creek aim to raise \$100,000*

**DALLAS – October 26, 2010** – In celebration of its 25<sup>th</sup> anniversary, the Turtle Creek Association (TCA) announced today its first annual “Friends of Turtle Creek” campaign. The Annual Campaign is designed to raise \$100,000 to supplement Turtle Creek Association’s efforts to maintain and improve the area. TCA is a non-profit organization whose primary focus is to enhance, preserve and protect the Turtle Creek Corridor, which is the area bordered by Fitzhugh Avenue to the north, Maple Avenue to the south, Cole Avenue to the east and Oak Lawn Avenue to the west.

The Friends of Turtle Creek Campaign is appealing to individuals, families and businesses both inside the Turtle Creek Corridor and beyond. Dr. Ann Stuart, Turtle Creek Association board member and chancellor of Texas Woman’s University, is serving as the campaign chair. “One of our goals is to attract the support not only of the residents in the immediate area, but all who enjoy walking in the Park and driving down Turtle Creek Boulevard, said Dr. Stuart. “Turtle Creek Boulevard is a major portal into the Central Business District and people from all over the community bring visitors and guests to enjoy the beautiful park. We hope all who benefit from the preservation and maintenance efforts we provide will support our Annual Campaign.”

TCA was founded 25 years ago and has a long history of successful investment in the Turtle Creek Corridor. The Turtle Creek Corridor encompasses over 80 city blocks and includes almost 90 acres of green space. Turtle Creek also includes an urban forest that is home to over 2,600 trees and a broad array of wildlife. Turtle Creek is designated by the Dallas Park and Recreation Board as one of the city’s six signature parks and the area includes some of the most spectacular homes in Dallas, unique shopping, dining, theatre and cultural activities, and encompasses Lee, William B. Dean and Turtle Creek parks, the Katy Trail recreational footpath and numerous other green spaces.

TCA has received \$25,000 during the quiet phase of the campaign and fully expects to achieve its goal after the launch of its public phase. Board Chair Ann Swisher is pleased with the initial momentum of the organization's first Annual Campaign. "Today, Turtle Creek's needs are greater than ever. City services are being reduced, while our infrastructure is aging and in need of repair," said Swisher. "We have developed a comprehensive Master Plan to address infrastructure and recreational needs along the corridor, and an Urban Forest and Wildlife Maintenance Plan to guide our preservation efforts that will keep the park beautiful and protect it for future generations."

Each year TCA spends over \$50,000 on landscape maintenance for the medians along Turtle Creek Boulevard, Lemmon Avenue, Blackburn and Fitzhugh and the colorful flowerbeds throughout the park. It is generally believed that the crepe myrtles and seasonal flowers associated with Turtle Creek are amenities provided by the City when in fact they are provided and maintained by TCA. It is an important part of TCA's mission to continue to maintain the medians and the colorful seasonal flower beds throughout the park on an on-going basis.

TCA also maintains the park's urban forest, an asset valued at over \$80 million dollars. TCA planted 23 new trees during 2010 and is working to preserve sick and at-risk trees. TCA developed a comprehensive Forest and Wildlife Maintenance Plan to guide the preservation efforts for the forest and developed a Master Plan for the corridor identifying \$50 million worth of projects to be considered in future bond programs.

For more information call 214-526-2800 or visit [www.turtlecreekassociation.org](http://www.turtlecreekassociation.org).

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