



West End Neighbors Civic Association  
218 E Park Avenue, Suite 512 • Long Beach, NY 11561



## **PRESS RELEASE**

### **WEST END BEAUTIFICATION PROGRAM LAUNCHES ON SEPTEMBER 12th**

The West End Beautification Program will acknowledge and reward West Beech Street business owners who consistently comply with Long Beach sanitation codes and present a clean, attractive landscape. It is the first in a series of initiatives identified to enhance the appearance of, and attract new businesses to the West Beech Street commercial district.

Participation in the program is FREE. Those who sign up will receive a West End Beautification “Proud Participant” emblem to display in his or her window. Other attainable honors will be awarded prior to the holiday season for those merchants who go above and beyond!

The Program Committee looks forward to full participation of all West End merchants, so that together we can create an attractive West End.

**For more information on the West End Beautification Program, please contact Program Director Jerry Romanoff at (516) 889-4808 or via e-mail at [jerryromanoff@aol.com](mailto:jerryromanoff@aol.com).**