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Headline

Sierra Madre, CA. June 10, 2007 -

Sierra Madre takes the title of All-America City National Civic League Announces Recipients of 2007 All-America City Award

Anaheim – The City of Sierra Madre was crowned one of the 2007 winners of the coveted All-America Cities Award by The National Civic League. The competition is the nation's longest running and most prestigious civic recognition program.

"It's the best birthday present we could possibly have," said Mayor Enid Joffe of the award. "It's a wonderful way to celebrate our centennial."

Sixty highly energized Sierra-Madreans took the stage to present the "Hats of to Sierra Madre" production in a final round of the All-America City competition in Anaheim, California, June 6-8, 2007. The theme was a clear winner from the start. Each delegation presented three innovative community programs to an eight-person jury. Their presentations addressed a wide range of social and community issues, including youth, education, poverty, affordable housing, race relations, and others.



Mayor Enid Joffe will announce the community's victory to the City at Tuesday evening's City Council meeting at 6:30pm.

The All-America City Award encourages and recognizes civic excellence, honoring the communities in which citizens, government, businesses and nonprofit organizations demonstrate successful resolution of critical community issues. Since 1949, more than 4,000 communities have competed and nearly 500 have been designated All-America Cities.

The logo for Platinum, featuring the word "Platinum" in a white, sans-serif font on a dark grey rectangular background.A dark grey rectangular box containing the text "Public Relations", "Community Relations", and "Marketing" in a white, sans-serif font, stacked vertically.

The other Finalist communities that competed for the 2007 All-America City title are (listed in alphabetical order by state):

- Flowing Wells, Arizona
- Calabasas, California
- Santa Rosa, California
- Sierra Madre, California
- Hollywood, Florida
- Kissimmee/Osceola County, Florida
- Polk County, Florida
- Covington, Georgia
- Dubuque, Iowa
- Lombard, Illinois
- La Porte, Indiana
- Fort Wayne - Allen County, Indiana
- Lawrence, Kansas
- Shawnee, Kansas
- Lewiston, Maine
- Barnstable, Massachusetts
- Clinton, North Carolina
- Hickory, North Carolina
- Independence, Oregon
- Laredo, Texas
- Radford, Virginia

George H. Gallup, one of the award's founders, described the program as "...a Nobel prize for constructive citizenship." As such, communities that have won the All-America City Award have realized numerous benefits, including national recognition, enhanced community pride, and additional community partnerships. Many All-America City Award winners also have realized significant economic impacts, including new grants, improved bond ratings, increased tourism, and private investment.

The National Civic League (NCL) is one of the leading proponents of citizen democracy in the United States. It was founded in 1894 by Theodore Roosevelt and other government reformers. NCL is a nonprofit, nonpartisan organization dedicated to building community and promoting political reform at the local level. NCL accomplishes its mission through facilitating community processes and conducting and publishing research on political reform and community building. Through its All-America City Award program, NCL recognizes community engagement efforts across the nation, while encouraging other communities to follow the examples of All America Cities and Finalists. For more information, visit www.ncl.org.

For more information, please contact Elisa Weaver at the Community & Personnel Services Department at 626-355-5278.

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