



FOR IMMEDIATE RELEASE

March 3, 2008

Action Greensboro Launches Blog “Springboard”

Greensboro, NC – Action Greensboro has launched Springboard, a blog to encourage community dialogue and momentum to improve Greensboro’s economic vitality and quality of life. In the way a gymnast uses a springboard to build momentum and increase performance, Springboard’s mission is to provide a forum to broaden community discussion as a means of building on Greensboro’s strengths.

Springboard will feature posts about innovation and best practices in our community and others. Posts can be made in categories such as Jobs, Urban Livability, Environmental Innovation, Community, High-tech and Education. It can be found at <http://springboard.actiongreensboro.org>.

Action Greensboro is using community input to structure its plan of work for the next few years. After reviewing a demographic study by Dr. Keith Debbage of UNCG and an opinion survey by Cooper & Secrest, three focus areas have been established for future work: (1) Excelling in public education, (2) Capitalizing on higher education assets, and (3) Maximizing urban livability.

From these focus areas, five task forces of citizen volunteers have been appointed: (1) Naturally Green / Cool by Design, (2) Arts, Culture & Entertainment, (3) Center City, (4) Higher Education Assets, and (5) Public Education.

With assistance from a Core Committee of key business and community leaders, the task forces will finalize a Phase II plan of work for Action Greensboro in the summer of 2008.

A member of the Greensboro Partnership, Action Greensboro works to develop a vibrant community that creates, expands and attracts business while advancing the quality of life for all.

Contact:

April Harris, Executive Director
Action Greensboro
336-387-8350
aharris@actiongreensboro.org