



MEDIA RELEASE

For Immediate Release **Contact:** Morgan Lasater, Community Engagement Manager
Date: July 23, 2019 mlasater@BurlingtonNC.gov
 (o) 336.222.5073 (c) 336.639.2964

Unique Program Helps New Residents Fall in Love with Burlington Belong in Burlington Session Wednesday, July 31st

BURLINGTON, NC— The City of Burlington is pleased to welcome new residents to this week’s session of Belong in Burlington, a program designed to help new residents fall in love with their community. Wednesday, July 31st, the city’s Belong in Burlington event will take place at the Burlington Municipal Building from 6:00pm - 7:30pm.

[Burlington Beer Works](#) will sponsor this session. Attendees can sample some of the delicious fare from Burlington Downtown newest restaurant and brewery. Although we cannot serve beer in The Municipal Building we certainly encourage folks to make a stop at Beer Works before or after the event located at 103 E. Front Street.

The vision driving Belong in Burlington is to help new residents form strong local attachment to their new hometown. Existing residents are also welcome and will discover programs and services to help them reconnect with the place they call home.

In 2017, nearly 200 individuals attended Belong in Burlington, 97% of whom said they would recommend the program to someone who was new in town. Of her experience at Belong in Burlington, one participant commented, “As an Army wife, our family has moved quite a bit and this is the first time I have seen a program like this. It is a wonderful introduction to the area and will speed up my ability to feel like this is my home town.”

To achieve its vision, the Belong in Burlington program introduces new residents to the community through 8 kiosks designed to foster place attachment. Residents are greeted by City Council members at the registration table. If guests have children, they can let them play at the **Kids Activity Center** which is overseen by Burlington’s Youth Programming staff.

The following content kiosks are staffed by the representatives from the City and various community organizations such as Healthy Alamance, the United Way, Alamance Community College, Preservation Burlington, and May Memorial Library:

Keep Learning:

New city, new experiences: there is no better time to learn something new and there so many options for you to explore.

Make a Difference:

There is no better way to become rooted in your city than to invest in your community. Find your niche and unearth the best way for you to make Burlington better.

Do Something Fun:

Find the fun in your new community! There are countless opportunities to have fun right here in Burlington.

Be Well:

Safety and healthfulness is a community efforts. Learn how to take steps to protect your family, stay healthy, and be well in Burlington.

Explore Your City:

Discover ways to explore Burlington. Whether by foot, bike, bus, or plane, get to know the history, art, and natural elements that make Burlington unique.

Beyond Belonging:

Don't just belong, lead! Take the next step and learn how to be a leader in your community.

Belong in Burlington participants will not leave empty handed. In addition to a swag bag and a limited edition glass coffee mug, they will leave with a Challenge Card that encourages them to act on the information they learned during the session. They can also register to take part in a free "exclusive new resident events" that have been designed to help Belong in Burlington participants experience their new community and interact with other new residents.

At this event attendees will have an opportunity to sign up for a Belong in Burlington Picnic at the Burlington Royals game on August 16th. The game starts at 7:00pm, gates open at 5:30pm, against Bristol. A shelter along the third-base line will be reserved for Belong in Burlington attendees. A picnic dinner will be provided and residents will have a great time and meeting their fellow newcomers to Burlington. If you are unable to attend the July 25th Belong in Burlington but would like to come to the Belong in Burlington, Royals game picnic, go to www.BelongInBurlington.com to register.

"Belong in Burlington is a program that is designed to make residents feel at home in this great city," says Community Engagement Manager Morgan Lasater. "We love to see engaged, thriving residents and hope this program gives everyone a head start in becoming connected in Burlington. We want new and existing residents to come and have great conversation with each other and this community's leaders."

All community members are welcome. Wednesday's event is the 2nd of 3 sessions in 2019, with the final event taking place October 30th from 6:00-7:30pm at the Burlington Municipal Building, located at 425 South Lexington Avenue in downtown Burlington.

There is no fee to attend. Learn more about Belong in Burlington and register to attend at www.BelongInBurlington.com or call (336) 222-5073.

- A video overview of the Belong in Burlington is available here: https://www.youtube.com/watch?v=YRO5qYV_ZhA&t=6s
- Find the event on Facebook here: [Facebook Event](#)

- Photos of Belong in Burlington events attached

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Our Mission:

“The City of Burlington is dedicated to providing high quality municipal services within our diverse community in a friendly, professional and efficient manner in order to promote the safety, health, and quality of life of residents and employees.”

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