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MEDIA ADVISORY

**DISCOVER LONG BRANCH! SERIES PRESENTS THE LONG BRANCH
 SUPER BLOCK PARTY ON SATURDAY, MAY 11th**

Featuring Temporary Public Art Exhibition by the University of Maryland at the Long Branch Library

(Silver Spring, MD – May 6, 2013) - The Long Branch Business League (LBBL), in collaboration with Montgomery Housing Partnership (MHP), the Department of Art in the College of Arts and Humanities at University of Maryland, the University of Maryland School of Architecture, Planning and Preservation and Montgomery County Public Libraries (MCPL) will host the inaugural Long Branch Super Block Party on Saturday, May 11, on the grounds of the Long Branch Library in Silver Spring. The event will be a celebration of community and culture dedicated to fun, food and the arts. It will feature a temporary exhibition of 10 interactive site-specific design installations created by art and architecture students from the University of Maryland; live music from several area bands; drums and dancing; and activities for the whole family, including kite making, face painting, a super-sized tricycle, and magic shows!

WHAT: Long Branch Super Block Party!

WHO: **Isiah Leggett**, Montgomery County Executive
Valerie Ervin, Montgomery County Council member, District 5 (invited)
Bruce Williams, Mayor, City of Takoma Park (invited)
Ronit Eisenbach, Architect & Associate Professor, University of Maryland
John Ruppert, Sculptor & Professor, University of Maryland
Carlos Perozo, Long Branch Business League

WHEN: Saturday, May 11, 2013 | 2:00 p.m. – 5:00 p.m.

WHERE: Long Branch Library, 8800 Garland Avenue | Silver Spring, MD 20901
 (Between Flower Avenue and Piney Branch Road, across from the Giant Shopping Center)

Admission is free. Rain Date is Saturday, May 18th

The Long Branch Super Block Party! is co-sponsored by Montgomery County’s Department of Housing & Community Affairs (DHCA), IMPACT Silver Spring, Giant and Capital One.

The event will demonstrate how design and sculpture can make public spaces more people-friendly, add to the energy and vitality of the Long Branch neighborhood, and inspire those who live and work in the community. Designed and built by students as part of a joint architecture/art studio at the University of Maryland, the public art exhibition will run through

(more)

May 20th in the plaza of the Long Branch Library, along Flower Avenue, and in front of the Flower Theater. Maps of the displays will be available at the event, and on the LBBL website at www.longbranchbusinessleague.com.

The Long Branch Super Block Party is the next event in the LBBL's *Discover Long Branch!* series, which kicked off last December at El Golfo Restaurant. *Discover Long Branch!* is dedicated to spreading the word about the imagination and family-friendly heart hidden within this ethnically diverse neighborhood. Though centered on Flower Avenue, its commercial center extends east along Piney Branch all the way to University Boulevard.

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About Long Branch Business League

The Long Branch Business League (LBBL) was first organized in 2005 by a group of locally-owned businesses (with help from Montgomery County's DHCA). In 2011, LBBL was formally reinstated with new officers, and with new plans and ambitions. Its goal includes getting the word out about what is already happening in Long Branch -- the comfortable commercial area tucked between Takoma Park and downtown Silver Spring.

About the UMD Art and Architecture Project

The Long Branch Public Design Project is the result of a newly pilot public art/design studio administered by the University of Maryland's art and architecture programs. Under the guidance of Associate Professor and Architect Ronit Eisenbach and Professor of Art and Sculptor John Ruppert, 16 students spent the semester designing and building temporary public art/design works inspired by the University's Public Interest Design Institute spring workshop and the School of Architecture's Kibel Gallery spring series, "Agency, Intervention, and the Public Realm." The studio is working in partnership with the Long Branch Business League, Montgomery Housing Partnership, Montgomery County Public Libraries and IMPACT Silver Spring. Additional support for this project has been provided by the University of Maryland Art & Architecture Library Endowment, the University of Maryland Office of Diversity and Inclusion, and the National Center for Smart Growth Research & Education. Their combined effort is part of Long Branch's business revitalization, affordable housing protection and planning and community building efforts.

About MHP

Montgomery Housing Partnership (MHP) creates quality, affordable homes in Montgomery County. Based in Silver Spring, MD, the private, nonprofit housing development organization was founded in 1989. It advances its mission by housing people, empowering families, and strengthening neighborhoods. Through its affiliates, MHP has developed more than 1,300 units of affordable apartments, condos and townhomes. MHP also works with residents to enhance the vitality of the neighborhoods where affordable housing is located, and implements Community Life Programs for its residents. It is a chartered member of NeighborWorks® America. For more information, visit www.MHPartners.org.