

THE BEACON HILL TIMES

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Esplanade Association wins grant by Times Staff

1/30/2007 - The Esplanade Association has received a grant to help it get the word out about what it has accomplished and what still needs to be done to preserve and maintain the historic riverfront park.

Manning Selvage & Lee, a global public relations firm with offices in Boston, named the nonprofit group its recipient of the 2007 Agnew Carter McCarthy Community Grant, which provides \$100,000 of in-kind public relations services to a select non-profit organization over a two-year period. The agency will help enhance the association's reputation among Massachusetts residents through increased media visibility.

The Esplanade Association works to restore the Charles River Esplanade by acting as its primary steward, partner and advocate. More than three million people annually visit the Esplanade, which offers sweeping views of the Charles River, access to cultural events and an oasis for city dwellers.

"We are thrilled to have the firm's support to help increase awareness of what The Esplanade Association means to the Boston community," said Executive Director Patrice Todisco. "This partnership will help us highlight the association's accomplishments and alert the public to the continuing needs of this landmark park."