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**FOR IMMEDIATE RELEASE**  
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***Mayor Steven M. Fulop and the Jersey City Parks Coalition to  
Host Press Conference at Arlington Park to Promote 2014 Big  
Dig Giveaway of 80,000 Daffodil Bulbs***

***BIG DIG, Now in It's Fourth Year, Promotes Urban Beautification and Volunteerism***

**JERSEY CITY – Mayor Steven M. Fulop and the Jersey City Parks Coalition** are proud to announce the **2014 BIG DIG**, an annual urban beautification and volunteerism event, at a **10 a.m. press conference on Thursday, October 23, 2014** at Arlington Park.

This year, the Parks Coalition is providing daffodil bulbs to any Jersey City resident or business owner who wants to help beautify their property. Planting is scheduled to take place through the end of the month.

“I am once again excited to partner with the Jersey City Parks Coalition for the 2014 Big Dig Giveaway,” said **Mayor Fulop**. “This is an excellent opportunity for residents to get involved, and give back to their community by creating green space throughout each and every neighborhood.”

During the 2014 BIG DIG Giveaway, the Jersey City Parks Coalition is distributing 80,000 daffodil bulbs to residents of Jersey City who take the pledge to plant them in their front yard, window box, planter or tree well. Residents are eligible to receive 25 daffodil bulbs for FREE, with a maximum of 50 bulbs per residence. Daffodil bulbs can be picked up at the following locations:

Pershing Field Park (Summit Ave side); Sat., Oct. 25; 11 AM to 2 PM  
Van Vorst Park; Sat., Oct. 25; 10 AM to 3 PM  
Lincoln Park; Sun., Oct. 26; 10 AM to 3 PM

You will be asked to sign the planting pledge when you pick up your bulbs.

For a \$100 tax-deductible donation to the Jersey City Parks Coalition, residents can receive 250 daffodil bulbs.

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“The beauty of this year’s initiative is that it literally brings the BIG DIG ‘home’,” said **Laura Skolar, President of the Jersey City Parks Coalition**. “Our mission of inspiring residents to take charge of their communities will take on special meaning this year as we have everyone working on their own property. The spring of 2015 will produce our most spectacular display of colorful blooms to date and we can hardly wait!”

Since 2011, the Jersey City Parks Coalition has planted 136,000 daffodil bulbs in the past three years with the help of community members at public spaces including parks, school property, and public housing. The Jersey City Parks Coalition is a private, not-for-profit organization, which was founded in 2005. The coalition assists in the development and maintenance of Jersey City’s parks and public spaces. All residents are encouraged to join any of the member organizations working on parks and public spaces near you.

Residents can sign up at <http://jcparks.org/> or call 201-259-1800 for more information.

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Steven M. Fulop at 201-547-4836 or 201-376-0699.////