

News Contact:  
Gina De Young  
asi-studentassistant1@csufresno.edu  
559.278.2656 Ex: 8861



**FOR IMMEDIATE RELEASE:**

October 30, 2015

**Sierra Madre Community near Campus Hosts Picnic**

(FRESNO, Calif.) —The Sierra Madre Community will be hosting a picnic on Sunday, November 1<sup>st</sup> from 11 a.m. to 1 p.m. in the parking lot of the Masjid Fresno Islamic Center. This is the first community event the neighborhood has seen in a decade.

This event is made possible by the following partners: Masjid Fresno Islamic Center, Associated Students Inc. at Fresno State, Pi Kappa Alpha Fraternity’s Fresno State chapter, Sigma Nu Fraternity’s Fresno State chapter, City of Fresno Police Department, University Police Department at Fresno State, City of Fresno Councilman Paul Capriglio’s Office, The Bulldog Fan Zone at Sequoia Textbooks on Shaw avenue, and The Red Wave Inn on Shaw avenue.

Leaders from around Fresno, including organizational partners of the picnic, are working hard to make sustainable changes in Sierra Madre and are hoping this inaugural picnic will increase communication amongst themselves and local residents.

The Associated Students, Inc. have been involved in helping revitalize the neighborhoods near campus since 2011 when a non-fatal shooting in Sierra Madre caused fraternity houses in the neighborhood to lobby for change.

“People around campus are familiar with ASI’s work in El Dorado Park, over by Bulldog Stadium. Revitalize efforts there have been thriving for years thanks to involvement by multiple partners. It’s been a challenge to identify what works in Sierra Madre, as the makeup of the community is different,” said ASI program and volunteer coordinator Ashleigh Rocker Greene. “Everyone hopes this picnic will be one of many opportunities for residents to get to know each other and speak out about what matters to them in their neighborhood.”

This event is free, open to the public, and will feature food, games, and raffle prizes.

For questions about this event or to get involved in the revitalization work of ASI, contact Ashleigh Rocker Greene at [arocker@csufresno.edu](mailto:arocker@csufresno.edu) or in the ASI business office at 559.278.7703.

News Contact:  
Gina De Young  
asi-studentassistant1@csufresno.edu  
559.278.2656 Ex: 8861

###

As the recognized student body government organization at California State University, Fresno, Associated Students, Inc. (ASI) provides a means for effective student participation in the governance of the University, fosters awareness of student opinions on campus issues, assists in the protection of student rights, and provides programs and services to meet the needs of the students and campus community.